

Southwest

APRIL
1939

20
CENTS

BUSINESS

Published at Dallas in the interest of the Southwest since 1922



NATHAN ADAMS, *Good Neighbor*

Parker-Griffith Photo



STATEMENT OF CONDITION

At the Close of Business, March 29, 1939

ASSETS

Cash on Hand and Due from Banks . . .	\$ 58,693,825.12
United States Securities Owned . . .	24,129,029.65
Stock in Federal Reserve Bank . . .	321,000.00
Other Stocks and Bonds	2,726,649.45
Loans and Discounts	40,983,790.38
Furniture and Fixtures	293,966.90
Banking House	2,345,000.00
Other Real Estate	1,211,584.80
	<hr/>
	\$130,704,846.30

LIABILITIES

Capital Stock	\$ 8,000,000.00
Surplus Fund	2,700,000.00
Undivided Profits, Net	3,479,367.55
Reserved for Taxes, Etc.	195,580.99
Reserved for Dividends	320,000.00

DEPOSITS

Individual	\$75,081,816.57
Banks and Bankers	33,721,465.87
U. S. Government	7,206,615.32
	<hr/>
	116,009,897.76
	<hr/>
	\$130,704,846.30

FIRST NATIONAL BANK
IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



... but you'll not find it in the dictionary. It's the chemical formula for a nationally used household article. We likewise, in the preparation of foods, have definite formulas embracing essential "National" Coffee Shop requirements, such as *Well Selected Quality Foods Prepared Under Strict Sanitary Conditions and Served by a Personnel Knowing Most About Fine Foods*. Summing up . . . Affiliated National Hotel's 25 popular priced Coffee Shops transform a comprehensive food program into delightful repasts for their thousands of satisfied patrons. You, too, may enjoy the results of our perfected food program.

ALABAMA	
THOMAS JEFFERSON.....	Birmingham
ILLINOIS	
HOTEL FAUST.....	Rockford
LOUISIANA	
JUNG HOTEL.....	New Orleans
HOTEL DE SOTO.....	New Orleans
MISSISSIPPI	
HOTEL LAMAR.....	Meridian
HOTEL RIVIERA.....	Biloxi
NEBRASKA	
HOTEL PAXTON.....	Omaha
NEW MEXICO	
HOTEL CLOVIS.....	Clovis
OKLAHOMA	
OKLAHOMA-BILTMORE.....	Oklahoma City
HOTEL HUBER.....	Muskogee
HOTEL BELMONT.....	Okmulgee
HOTEL SAPULPA.....	Sapulpa
HOTEL ALDRIDGE.....	Wewoka
TEXAS	
HOTEL ALICE.....	Alice
STEPHEN F. AUSTIN.....	Austin
HOTEL SETTLES.....	Big Spring
HOTEL BROWNWOOD.....	Brownwood
HOTEL SOUTHERN.....	Brownwood
HOTEL LAGUNA.....	Cisco
HOTEL DONNA.....	Donna
HOTEL CORTES.....	El Paso
HOTEL TEXAS.....	Fort Worth
HOTEL BUCCANEER.....	Galveston
HOTEL JEAN LAFITTE.....	Galveston
CORONADO COURTS.....	Galveston
MIRAMAR COURT.....	Galveston
HOTEL CAVALIER.....	Galveston
HOTEL LUBBOCK.....	Lubbock
HOTEL FALLS.....	Marlin
HOTEL GHOLSON.....	Ranger
HOTEL CACTUS.....	San Angelo
ANGELES COURT.....	San Antonio
VIRGINIA	
HOTEL MOUNTAIN LAKE.....	Mt. Lake



Southwest BUSINESS

Established 1922

Published by
THE DALLAS CHAMBER OF COMMERCE
In the Interest of the Great Southwest

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PULL

Does your advertising *pull*?
Don't it get the *results* you'd
like to obtain?
Congratulations, if it does! If
it does not . . call us!

7-2913

FRANK STANLEY
CALDER & CAMPBELL
Advertising
LINZ BUILDING . . . DALLAS

Keeping Pace with the
MARCH OF TIME
We Are Equipped
With the Latest in
RUG CLEANING
Equipment



Eighty rugs are renewed daily by
this latest rug machinery . . Call
us from office or home.

**IDEAL LAUNDRY
& CLEANING CO.**
3616 Ross Phone 3-2141

Statement of Condition

Condensed Statement of Condition, March 29, 1939

RESOURCES

Loans and Discounts	\$29,111,115.16
Bankers Acceptances and Commod- ity Loans	5,734,364.23
Banking House	1,975,000.00
Other Real Estate	358,806.16
Furniture and Fixtures	198,000.00
Stock in Federal Reserve Bank	225,000.00
U. S. Government Securities	16,998,249.97
State of Texas Securities	1,902,710.70
Municipal and Other Securities	3,047,408.57
Cash in Vault and with Banks	23,374,379.54
Total	\$82,925,034.33

LIABILITIES

Capital	\$ 4,000,000.00
Surplus	\$3,500,000.00
Undivided Profits	567,116.17
Reserve for Dividends Payable April 1 and July 1, 1939	240,000.00
Reserve for Interest, Taxes, Etc.	250,651.59
DEPOSITS:	
Individual	\$43,024,479.69
Banks	21,700,550.88
U. S. Govern- ment	9,642,236.00
Total	\$82,925,034.33

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REPUBLIC NATIONAL BANK
OF DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Southwest BUSINESS

VOLUME 18

APRIL, 1939

NUMBER 4

A BATCH of figures, neatly and painstakingly prepared, gave Dallas and the Southwest one of their leading bankers, Nathan Adams.

The figures were arranged in columns by a youthful bookkeeper in the Giles National Bank, Pulaski, Tennessee, more than half a century ago, and composed a statement introduced in a lawsuit. The late Captain John S. Wilkes, treasurer of the Texas & Pacific Railroad, had returned to his old home from Dallas to try a lawsuit. The account he needed in trying the case was prepared by young Nathan Adams. As an appreciation of the splendid work done by the youthful banker, Captain Wilkes offered him a position in the general offices of the railroad in Dallas. Three days after Christmas, 1888, Nathan

Fifty Years of Service

Adams was at work in the railroad offices and thus began his career in Dallas and the Southwest.

A few months as a clerk in the railroad offices gave Nathan Adams a new perspective and he returned to banking. His first job upon leaving Giles College back in Tennessee had been as a runner for the Peoples' National Bank of Pulaski. However, he had previously dipped into big business when he performed as a cash boy in one of Pulaski's leading general stores. He was 15 when he took up banking at \$8.33 per month.

After a time with the People's National he took over the management of a bookstore. He became so popular with the young people of the town that the business grew rapidly. A brother-in-law coaxed him back to banking and he accepted a position with the Giles National Bank as a bookkeeper at the princely salary of \$16.66 per month.

In Texas, Mr. Adams immediately earned more money. His capital, cash in hand, upon arrival had been only \$4. He took abode in the St. George Hotel, temporarily.

On April 22, 1889, he took up in Dallas where he had left off in Tennessee. The late N. A. McMillan, then cashier of the old Exchange National Bank, placed him as utility and relief man in the bank. The Exchange National, through merger, became the First National and on April 22, 1939, it will have seen fifty years of continuous service from Nathan Adams.

Today, after a half century of continuous service with the institution he now heads, the First National Bank in Dallas, associates, employees, friends and neighbors are preparing a three-day golden anniversary celebration honoring Mr. Adams. Beginning Wednesday, April 19 with a



Mr. Adams at the age of 18, just before he left Pulaski, Tennessee, to come to Dallas in 1887

dinner by associates and employees, the celebration extends over Thursday with a second dinner by friends and neighbors Wednesday night, April 20. To this dinner many of the nation's outstanding bankers and financiers have been invited. Friday afternoon, open house will be held by the bank in its banking rooms for the citizens of Dallas and Texas.

Mr. Adams, like many other men to win distinction in the affairs of the nation, was born in Giles County, Tennessee. His father, Major Nathan Adams, long an outstanding member of the Tennessee bar, was graduated from Vanderbilt University. With the outbreak of war between the North and South, Major Adams enlisted in the cause of the Confederacy.

An uncle of Nathan, Jr., Gen. John Adams, with Robert E. Lee resigned from the regular U. S. Army and came home to defend the cause of the South. General

Continued on Page 28)



Nathan Adams today. This photograph was made on a recent hunting trip in the Texas Hill Country.—Langley Photo.

UMPHREY LEE

A Portrait

DR. UMPHREY LEE is a Christian gentleman. He is also a diligent scholar, a wonderful preacher, a first class administrator, and an excellent teacher. . . . But mainly he is a human being with an unique knack of making each person whom he meets feel as if perhaps this isn't such a hopeless world after all. He does this by the generous use of a disarming smile combined with the ability to manifest a genuine interest in what you have to say. It is practically impossible to be insensitive to his charm.

These characteristics must have been evident to a number of the members of Southern Methodist University's board of trustees because in November, 1938, he was unanimously elected to head that institution. He accepted, and after settling his affairs in Nashville, where he has been dean of the Vanderbilt School of Theology since 1936, he moved to Dallas and quietly took over the reins of the University March 1. There was no ceremony, although he has grudgingly consented to submit to a formal inauguration next year.

A cursory examination of his career will reveal an unbroken series of successes in a number of pursuits in different, although allied, fields. Dr. Lee was born in Oakland City, Indiana, forty-six years ago. His parents were the Rev. Josephus and Esther (Davis) Lee, whose ancestors first settled in Kentucky about 1816. He spent his early life in Indiana and Missouri, where he attended public schools. He and his parents moved to Brownwood, Texas, in 1910. He attended Trinity University, graduating with a B.A. degree in 1914. He entered S.M.U. when it opened in 1915, and was elected first president of the student body. He was awarded the Master of Arts degree in 1916.

In 1917 he married Miss Mary Margaret Williams of Gatesville, Texas. They have one son, Umphrey, Jr.

During 1917 and 1918 Dr. Lee was engaged in war work. Ordained in 1918, he served as pastor of the Methodist Church at Cisco, Texas, until 1919, when he was elected director of the Wesley Bible Chair in Austin. He served successfully in this capacity until 1921.

In 1923 he began his pastorate at the Highland Park Methodist Church. When he resigned in 1936 to become Dean of the School of Religion at Vanderbilt Uni-



Dennis Hayes Photo

DR. UMPHREY LEE

versity he had set something of a record in the Methodist church for holding on to one pulpit. His congregation simply wouldn't let him go. They did give him several leaves of absence during which time he did graduate work at the Union Theological Seminary and took a doctor of philosophy degree at Columbia University. He also begged off six months or so to study in Germany and England, and managed to find time to teach homiletics in the S.M.U. School of Theology from 1927 until 1932. During the course of his scholarly pursuits he became a recognized authority on the career of John Wesley. His books, *The Lord's Horseman—John Wesley* and *John Wesley and Modern Religion* are accepted as definitive works on that eminent churchman.

His ability as a speaker must be known to many persons. Since becoming presi-

dent of S.M.U. he has averaged making about three speeches a day and has turned down that many more requests for his winning oratory. He says his speech is anywhere from two to eighteen minutes. Never more. There is seldom a superfluous word. He is a neat phrase turner. He can make a simple statement devastating, and vice-versa. Withal he has, and his friends think this his prime virtue, an inspired sense of humor. His asides have been known to scorch; however, they never really burn. He is kind, sympathetic to his friends' troubles. He is, simply, a real gentleman.

When his election was urged by hundreds of Dallas businessmen the following statements were given as reasons why he should be made president of S.M.U.:

"A minister without ecclesiastical ambitions who has won the respect of his own church without antagonizing other faiths.

"A scholar in academic as well as religious fields, who would stimulate a fac-

(Continued on Page 29)

By
R. C. KNICKERBOCKER

Dallas' STAKE IN AVIATION

IN 1938, 19,141 persons bought tickets in Dallas and boarded regularly scheduled airliners at Love Field.

Impressive as it is, that total is only a part of the factual proof that Dallas' Love Field is one of the key airports of America.

The rendezvous with Destiny which began when John Neely Bryan chose a site for his log cabin on the east bank of the Trinity River in 1841 has consistently revolved around transportation. Bryan's cabin, the first permanent house in Dallas, was a stone's throw from a river crossing which Indians had used for centuries. Every chapter in the city's history since that day has been tied closely to transportation—the coming of the railroads, which gave the village of Dallas its first taste of growth; the building of modern highways, which still further emphasized its dominant position in the Southwest; and the coming of air transportation, which brought Dallas within a day's travel of every other metropolis in America.

It is symbolic that Dallas' interest today is centered on securing canalization of the Trinity River to the Gulf of Mexico, thereby completing the logical transportation system required by the manufacturing and distributing center for an eighth of the nation.

Because aviation is the youngest of Dallas' transportation facilities, some of us have failed to appreciate its importance in the city's business picture today. A postcard analysis of the big business which is concentrated at Love Field will establish a better appreciation of what the airport means to Dallas:

Nine firms which are housed at Love Field have a total of 302 employees.

Their annual payroll is approximately \$792,000.

The city's investment in Love Field has made possible the development of businesses which give employment to 302 Dallas people, and add nearly \$800,000 annually to the buying power which is loosed in Dallas trade channels.

In addition, these businesses which Love Field and the aviation industry have given to Dallas make purchases of supplies and equipment from Dallas merchants, both retail and wholesale, which mount into the hundreds of thousands of dollars annually. A complete survey on

By

B. B. Owen

**Chairman, Chamber of
Commerce Aviation
Committee**

annual expenditures of Love Field businesses with Dallas merchants is lacking, but one firm alone reports that its local expenditures last year were more than \$175,000.

The 19,141 passengers which Dallas put on the ships of Braniff, American and Delta Airlines meant more air passenger business per capita than was produced by any other American city last year.

Only one ocean port in America put more passengers aboard steamships than Love Field originated for the airlines.

The government's contract carriers took 555,530 pounds of air mail—more than 277 tons—out of Dallas last year. The 1938 total was an increase of 18.5 per cent over Dallas' 1937 air mail poundage total.

Air express shipments which originated

in Dallas during 1938 totaled 15,617, a gain of 13.11 per cent over the 1937 total. They included shipments to every state, to Canada, Mexico, Central and South America, Hawaii, the Philippines, China and points as distant as Sumatra, with overnight service to points 2,500 miles distant.

There is every indication that 1939 will bring a tremendous increase in the business and industrial value of Love Field to Dallas. For instance, the January, 1939, total on air mail poundage from Dallas showed a 22 per cent increase over the total for the same month of 1938; and the Railway Express Agency reported a 19.7 per cent gain in air express shipments.

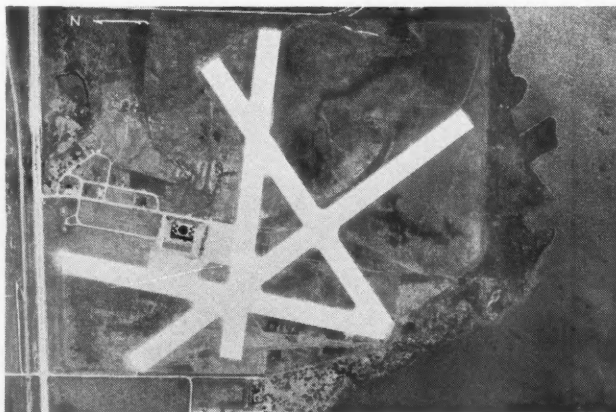
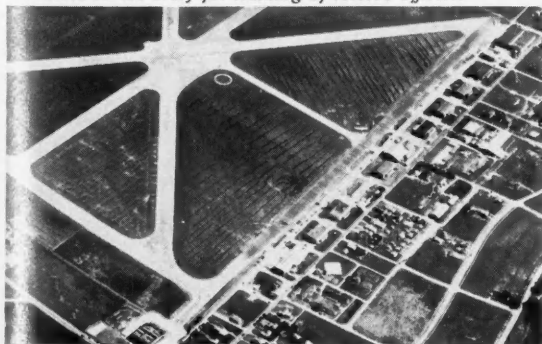
The largest employer of local labor at Love Field is Braniff Airways, whose operating and maintenance headquarters are permanently located there. Braniff has approximately 190 employees. Among the other firms at the airport which employ approximately 110 additional people are American Airlines, Delta Airlines, Bennett Aircraft, Inc., Booth-Henning, Inc., Campbell Aircraft, the Dallas Aviation School, the Lou Foote Flying Service, and Southwest Aircraft Sales.

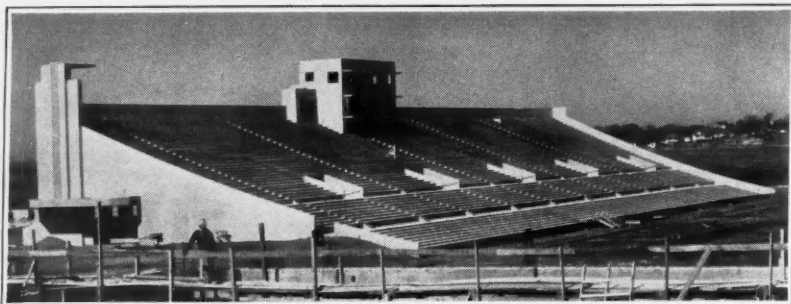
Of particular significance in analyzing the importance of Dallas as a commercial aviation center is the fact that American Airlines' fastest transcontinental schedule, The Mercury, makes only three intermediate stops between New York and Los Angeles. Those stops are at Nashville, Dallas and Tucson. The slower schedule makes five intermediate stops, at Washington, Memphis, Fort Worth and El Paso.

Dallas Aviation School at Love Field is one of seven government-approved aviation colleges in the country. It has an

(Continued on Page 11)

Dallas' two municipal airports, as seen from the air. Below is Love Field, one of the key airports of the nation. Nine firms housed at Love Field have 302 employees with a total annual payroll of \$792,000. At right is Hensley Field, which is leased to the army for training of reserve officers.





The new \$500,000 high school stadium and athletic plant in the reclaimed Trinity River bottoms, back of Parkland Hospital in North Dallas, is nearing completion. One section of the 20,000-seat stadium is shown here. It will be Dallas' third big stadium, the others being the Cotton Bowl, seating 47,500, and Ownby Stadium at S. M. U., seating 20,000.

SPORTS events in Dallas last year attracted an aggregate attendance of 1,593,000 persons, and proved Dallas' claim that it is the sports center of the Southwest.

Dallas' interest was spread over a wide sports field—baseball, football, basketball, softball, wrestling, boxing, soccer, tennis, golf, badminton, archery and fencing, to say nothing of such popular sports as boating, horseback riding, fishing, hunting, swimming.

Someone may ask why a Chamber of Commerce committee should be interested in sports. The reasons are simple:

Sports fit logically into the general business picture, stimulating trade, attracting out-of-town visitors who spend money with hotels and retail merchants, and advertising the city to its trade territory in a way which indirectly benefits business generally.

And sports are even more important to a well-rounded community life. The opportunity of participating in—or witnessing—clean, healthful sports is one of the greatest advantages a city can offer. The

Sports: BUSINESS ASSET

By

Jordan C. Ownby

Chairman Chamber of Commerce Athletic Committee

high degree of interest in sports in Dallas is one of its greatest recommendations as a place in which to live.

Because sports do play such an important role in the community's life and progress, it is well to have a factual understanding of their importance to Dallas.

Louis Cox of *The Times Herald* sports staff recently compiled and published attendance records of major sports attractions in Dallas last year. To the average person, these totals are probably a revelation:

Sport	Attendance
Professional baseball	98,750*
Dallas exhibition games	10,000

Amateur baseball	135,000
Softball	700,000
S. M. U. football	
(home games)	70,000*
Other college football	
games in Dallas	60,000
High school football	276,655*
S. M. U. basketball	
(home games)	11,000*
High school basketball	6,000*
Soccer	25,000
Pro boxing	81,115*
Amateur boxing	7,000
Pro wrestling	74,153*

*Paid attendance totals; other totals are conservative estimates.

He also estimated the number of active participants in other sports as follows:

Sport	Estimated Participants
Golf	20,000
Tennis	15,000
Badminton	3,000
Archery	250
Fencing	200

Mr. Cox stated that the estimated 700,000 attendance at softball games seemed high, but that it was the city park department's total and that "it must be remembered that 89 softball diamonds in the city were occupied nearly every day

(Continued on Page 14)

A night baseball game in Dallas. Much interest has been generated by the recent reorganization of the Dallas club of the Texas League



People AND Payrolls

DURING March, 110 new concerns located in Dallas, according to the records of the Industrial Department of the Dallas Chamber of Commerce. Of the number, six were manufacturing plants, fifteen wholesale concerns, ten oil companies, forty-eight retail and thirty-one miscellaneous. Twelve national concerns located branches in Dallas during the month, to serve the Southwest. Among the new concerns were the following:

Manufacturing:

Ball-Harris Company, 1013 Elm Street. Typesetting.

Borden Company, 1811 Leonard Street. Ice cream.

Crispettes Potato Chip Company, 207 West Colorado Street.

Dixie Ice Cream Company, 3414 Ross Avenue.

Oriental Transmission & Packing Company, 2615 Commerce Street; merger of Oriental Packing Company and Dallas Belting & Supply Company, with R. W. Sharp as president; S. D. Womack, vice president. Manufacturers of cut packing, gaskets, etc., and distributors of complete line of belting.

Southern Garment Company, 1009 1/2 Elm Street. Dress manufacturers.

Wholesale and Branches:

Air-Flow Cooling Equipment Company, 3307 Commerce Street. Air conditioning equipment.

American Safety Flare Company, 3309 Commerce Street.

Barada & Page, Inc., 4525 Emerson Avenue. Chemicals. A. S. Barada, Jr., sales manager. Home office, Kansas City, Missouri.

Bennett & Lane, P. O. Box 4115, Station A. Distributors of a line of spices and other products made by The Dill Company, Norristown, Pennsylvania.

Burka Bagging Company, 6225 Victor Street (William D. Capehart). Home office, Galveston, Texas.

Gane Brothers & Lane, Inc., 412 Insurance Building; T. W. Roberts, district manager. Glue and other bookbinders' supplies. Home office, Chicago, Illinois.

Market Distributing Company, 2103 Cadiz Street. Produce.

Paramount Fur Company, 312 Allen Building. Furs.

(Continued on Page 24)

Graphic Review of Dallas Business

Business Indices, February, 1939, compared with February, 1938

CONSTRUCTION CONTRACT AWARDS (TOTAL)*

1939	\$1,290,000	+ 11.5%
1938	\$1,157,000	

NON-RESIDENTIAL CONSTRUCTION CONTRACT AWARDS*

1939	\$97,000	- 59.2%
1938	\$238,000	

RESIDENTIAL CONSTRUCTION CONTRACT AWARDS*

1939	\$1,073,000	+ 19.2%
1938	\$900,000	

BANK CLEARINGS

1939	\$197,217,000	+ 5.7%
1938	\$186,541,000	

BANK DEBITS

1939	\$215,529,000	- 1.6%
1938	\$219,181,000	

STREET RAILWAY PASSENGERS

1939	4,729,221	+ 2.3%
1938	4,620,917	

INDUSTRIAL CONSUMPTION OF NATURAL GAS

1939	517,616.4 C.F.	+ 16.3%
1938	444,825.6 C.F.	

INDUSTRIAL CONSUMPTION OF ELECTRIC POWER

1939	2,661,113 K.W.H.	- 4.2
1938	2,800,015 K.W.H.	

POSTAL RECEIPTS

1939	\$328,345	+ 4.9%
1938	\$312,817	

TELEPHONES

1939	90,979	+ 5.3%
1938	86,331	

ELECTRIC METERS

1939	83,160	+ 4%
1938	79,964	

GAS METERS

1939	79,886	+ 4.6%
1938	76,350	

WATER METERS

1939	74,676	+ 4.4%
1938	71,560	

NEW CAR REGISTRATIONS

1939	1,227	+ 30.1%
1938	943	

REAL ESTATE TRANSFERS (Number)

1939	1,108	+ 28.3%
1938	863	

VALUE OF REAL ESTATE TRANSFERS

1939	\$2,260,171	+ 26.7%
1938	\$1,782,299	

AIR MAIL POUNDAGE

1939	47,392	+ 1.9%
1938	46,468	

AIR EXPRESS SHIPMENTS (Number)

1939	1,370	+ 31.5%
1938	1,042	

RAIL EXPRESS SHIPMENTS (Number)

1939	158,840	- 2.27%
1938	162,529	

POSTAL MONEY ORDERS ISSUED

1939	21,593	+ 5.2%
1938	20,520	

POSTAL MONEY ORDERS PAID

1939	193,973	+ 9.5%
1938	177,022	

*From F. W. Dodge Reports.

THE MARCH OF BUSINESS

MONTHLY INDICES FOR DALLAS

Business indices for the current month, for the corresponding and succeeding months of the previous year, and for the intervening months of the current year are shown.
Additional statistics may be obtained at the Dallas Chamber of Commerce.

	1938												1939
	February	March	April	May	June	July	August	September	October	November	December	January	
Bank debits (dollars, in thousands)	215,529	219,181	231,231	212,808	227,403	214,666	222,102	238,479	240,403	225,887	287,064	246,274	
Bank clearings (dollars in thousands)	197,217	186,541	201,878	185,827	198,913	197,695	199,986	227,945	237,109	216,733	245,764	233,951	
Building permits (dollars)	1,259,484	752,929	996,338	1,134,065	968,113	855,475	1,094,279	884,265	977,683	1,161,500	1,325,049	1,202,187	
Motor vehicles (new registrations)	1,227	943	1,228	874	946	985	680	624	708	1,304	1,343	1,309	
Electric meters	83,160	79,964	80,235	80,813	80,810	80,833	81,187	81,751	82,217	82,524	82,914	83,024	
Telephones	90,979	86,331	86,697	87,202	86,935	87,028	87,341	88,375	88,770	89,327	89,710	90,465	
Gas meters	79,886	76,350	76,524	76,692	76,787	76,930	77,248	77,676	78,338	79,062	79,492	79,678	
Water meters	74,676	71,560	71,939	72,495	72,748	73,025	73,408	73,280	73,686	73,969	74,083	74,534	
Postal receipts (dollars)	328,345	312,817	270,366	341,240	346,648	319,152	337,832	373,646	398,122	373,341	467,169	367,184	
Industrial power consumption (in kilowatt hours)	2,661,113	2,800,015	2,795,540	3,026,839	3,668,261	4,059,636	4,257,724	4,330,163	3,824,823	3,266,313	3,067,495	2,653,523	
Industrial gas consumption (in thousands of cubic feet)	517,616.4	444,825.6	381,250.2	320,029.6	349,504.6	348,742.6	395,407.2	366,308.2	388,569.2	473,389.2	485,768.2	519,088.0	
Street cars and bus traffic (passengers)	4,729,221	4,620,917	5,278,917	5,338,423	4,957,229	4,792,131	4,903,512	5,170,573	5,832,312	5,229,190	5,434,291	5,213,483	

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DALLAS' AVIATION STAKE

(Continued from Page 7)

average enrollment of nearly 100 students, a number of whom come from foreign countries.

The Love Field control tower, operated by the city, handles approximately 6,000 radio contacts per month, and is exceeded in volume of traffic only by such major airports as those of Newark, Chicago, Cleveland and Washington.

Dallas' crossroads position in commercial aviation, plus the air-mindedness of Dallasites which develops higher per capita business for the airlines than in any other city, make Love Field so strategically important. There are 21 regularly scheduled airliner arrivals and 21 departures from the field daily, and of these schedules 12 originate there.

In addition to the regularly scheduled transport passenger volume, there are many transient planes and passengers cleared from Love Field. Booth-Henning, Inc. reports an average of five transient planes per night, with an average of 15 passengers. The Mid-Continent oil industry, whose operating headquarters is concentrated in Dallas, is a regular patron of the airways, and accounts for a high percentage of the transient planes at Love Field.

At Hensley Field, Dallas' other municipal airport which is leased to the United States War Department, more visiting military aircraft are serviced annually than at any other army field, because of its location at the crossroads of military aviation. Approximately 100 reserve officers received their air training at Hensley last year. Hensley Field, where extensive improvements have been made with Federal grants, now has one of the finest runway systems in the country.

Our Chamber of Commerce aviation committee has only one objective: to help Dallas realize its full possibilities as a commercial and military aviation center.

That means that Love Field must be improved until it carries the highest airport rating which can be given. It means that we must continue to work for development of Hensley Field, and that we must be constantly alert to demonstrate Dallas' advantages as a military aviation center.

Fortunately, Dallas is thoroughly air-minded. Public opinion has always been overwhelmingly in favor of every move for aviation development, a fact proved by the big majorities polled for the three airport bond issues—the first for \$300,000, the second for \$400,000 and one for \$300,000 in 1938. Public opinion makes our task easier and more stimulating.

The statistics I have cited for these two Dallas airports show why it is so impor-


(Continued on Page 33)



Slick tires that will not stop your car quickly are not an acceptable excuse for an accident. Don't take chances with old, thin worn tires—equip your car all around with FIRESTONE Champion Tires—the tire with the new "Safety-Lock" Cord Body and the new "Gear-Grip" Tread! Liberal trade-in allowance!

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Made*

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Domestic
Woolens**

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Measure
As Low As
\$35.00*

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Values
Tailored
to
Perfection**

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This summer customers are going

WHERE IT'S COOL

...to stores, offices, shows,
restaurants with air-conditioning

How many times in mid-summer have you watched a customer amble in, wipe his brow and say, "Just give me a pair of slacks and a sports shirt—it's too hot to dress up!" For the storekeeper this can't mean volume business.

Wise business men are investing in air-conditioning systems to insure a successful summer season. They now realize it is no longer a luxury but a business necessity. Business men already operating air-conditioning sys-

tems for the comfort of customers report that they not only bring more patrons but increase sales checks from 5 to 20 per cent.

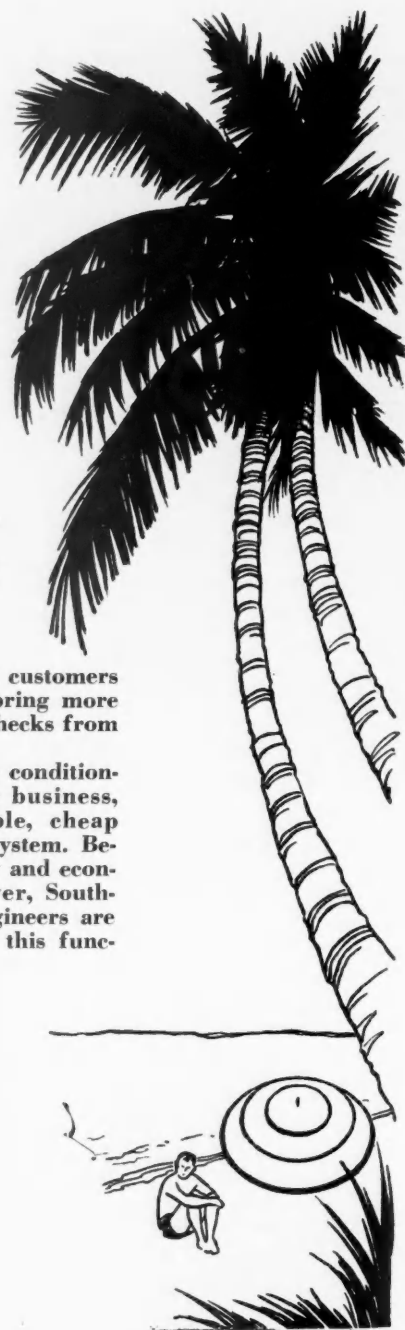
When you investigate air conditioning for your building or business, remember that dependable, cheap power is the heart of the system. Because of the great flexibility and economy of gas-generated power, Southwestern air-conditioning engineers are turning to natural gas for this function.

Gas Operated **AIR-CONDITIONING SYSTEMS**

Some of the most efficient and economical air-conditioning systems now in operation in Dallas are gas-operated. Among them are Sears & Roebuck (retail store), Great National Life Insurance Building, Dallas Gas Company, and Rialto, Capitol, Village and Lakewood Theatres. Lone Star Industrial Engineers are available, without cost, to work with your engineer in the planning of your air-conditioning system.

LONE STAR GAS SYSTEM — Dallas

PRODUCING AND DISTRIBUTING NATURAL GAS FOR FACTORY, BUSINESS AND THE HOME



Gas Powers Air Conditioning of Building

to carry the load from maximum to minimum demand for air conditioning.

Performance of the gas engines is comparable to an automobile being driven up and down hills. In the car, the driver accelerates or decelerates the engine to meet the need for more or less power to climb or descend a hill. In the Great National Life Building installation, after the engines are started and at maximum load, the deceleration and acceleration are automatic as demand for air conditioning is decreased or increased. When the demand decreases below maximum efficiency point for the three engines, one engine automatically stops and two engines automatically accelerate to take the load. The same automatic process ensues when the load demand is below efficiency point of two engines.

The air conditioning engine plant is an example of practical utilization of unused space. A sunken court in the rear of the building was roofed and walled to house the machinery. Three Carrier evaporative condensers are located in the portion of the sunken court which was not closed.

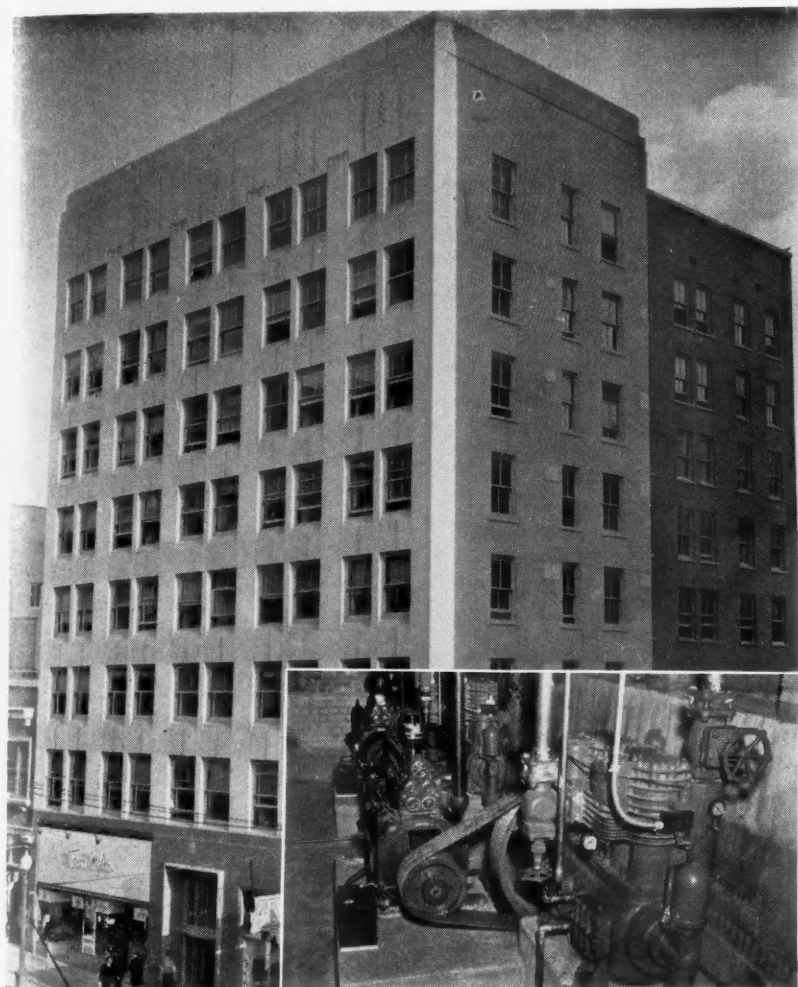
Gas engine air conditioning of the Great National Life Building represents the last step in modernization of this building. It was purchased in 1935 by the Great National Life Insurance Company which has remodeled the building throughout, giving it a new facade, entirely new electrical wiring for indirect lighting, and other attractive improvements which now make it one of the most modern office buildings in Northern Texas.

A number of other buildings and business concerns in Dallas have powered air conditioning equipment with gas motors. Among the larger installations are Dallas Gas Company general office lobby and Oak Cliff office; Sears, Roebuck & Company retail store; Rialto, Capitol, Village, and Lakewood Theatres.

One of the early air conditioning installations powered with gas engines is the combined plant of Rialto and Capitol Theatres, completed in 1935. Here three 110 horsepower and one 80 horsepower gas engines drive generators for electrical supply and refrigerant compressors for air conditioning the two theatres. Savings in power cost are reported to have paid for the plant in two years time.

Air conditioning equipment, powered by natural gas engines, has since been

(Continued on Page 26)



Summer and winter gas air conditioning of the modernized Great National Life Building, 1604-6 Main Street, Dallas, makes it one of the most modern general office structures in North Texas. Natural gas-powered air conditioning equipment began operating in April. Inset shows natural gas engine belt-connected to compressor, one of three natural-gas-powered units which furnish refrigeration for summer air conditioning for the entire building. This photo was made before tests and decoration of machinery were completed.

BECAUSE flexible, dependable power is the heart of air conditioning, many Southwestern air conditioning engineers are turning to natural gas for this function. One of Texas' most abundant natural resources, natural gas is available through efficient utilities in dependable quantities, thus affording an economical means of power through automatic internal combustion engines for use with air conditioning.

One of the most recent air conditioning installations is that of the Great National Life Building, 1604 Main Street, Dallas, which will be completed for service in April. Two years ago the management of this office building air conditioned one floor and subsequently added air conditioning to other space as demand justified. Demand for additional air conditioned space prompted the installation of sufficient additional equipment to con-

dition the entire building this year.

Natural gas is readily applicable to air conditioning through the medium of perfected, automatic gas engines, which offer a maximum of flexibility at a minimum cost, an essential factor in practical air conditioning which is winning favor among air conditioning engineers. This was a deciding factor in choosing the power to operate air conditioning machinery for this and other Dallas buildings. Three Carrier compressors, belt driven by three 50 horsepower Lycoming automatic gas engine, will furnish 138 tons of refrigeration, sufficient to air condition the entire building.

The plant was designed to obtain fullest advantage of the power flexibility offered by three gas engine operated compressor units. Automatic controls coordinate operation of engines so that one or all three will function at speeds necessary

*Talk to
our engineers*



**ABOUT WESTINGHOUSE
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and Use Devoe Paints*

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SPORTS

(Continued from Page 8)

during the playing season." There was no admission charge for spectators.

High school football teams of the Dallas and Highland Park public school systems drew the highest aggregate attendance in the history of the sport here—276,655 paid admissions. Another 15,000 fans saw Sunset High School play Masonic Home of Fort Worth in a state playoff, and the state championship game in Dallas between Corpus Christi and Lubbock attracted 19,500 fans for the largest paid game in the history of the Texas Interscholastic League.

The attendance total cited for professional basketball is for paid admissions only. The total number of spectators estimated for the Dallas Steers' home games was 197,500, including women who were admitted free at a number of the games.

The total of 70,000 paid admissions to the home games of Southern Methodist University's football team last year was an excellent showing. In addition, more than 20,000 people witnessed the annual game between the Universities of Texas and Oklahoma in the Cotton Bowl during the State Fair of Texas, another 10,000 witnessed two Negro college games and the third annual Cotton Bowl Classic at New Year's attracted upwards of 40,000 spectators. About 20,000 others witnessed the Labor Day All-Stars—Professionals game.

There were a number of other sports events during the year for which attendance totals were not available. These included the annual Southwestern A.A.U. basketball tournament, the Dallas open tennis tournament, and the Lakewood invitation golf tournament.

It is undeniable that the bulk of this attendance total was accounted for by Dallas people, but thousands of the sports spectators came from out of town. Dallas is the ideal sports center for the same reasons that it is the Southwest's logical manufacturing and distributing center: it is virtually the geographic center of the Southwest, easily accessible from all sections of this great area; and it is at the center of density of the Southwest's population and buying power. Concentrated population and buying power are the two requisites of a sports center.

Another factor of supreme importance to Dallas as a sports center is climate. We have a better climate than we ordinarily give Dallas credit for. Dallas can enjoy active sports in every season.

The average annual maximum temperature is 75.3 degrees and the average annual

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J. W. LINDSLEY & CO.
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*Our 50 years experience in handling
Real Estate in Dallas enables us to give
quick and efficient service in filling
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Every Meal**

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• DALLAS •

HEDGECOCK
A TEXAS
INSTITUTION



HEDGECOCK ARTIFICIAL LIMB
& BRACE MFG. CO.
2827 COMMERCE ST. DALLAS
OUT WHERE YOU CAN PARK

minimum is 53.3 degrees, giving Dallas an average annual temperature of 65.7 degrees. It is seldom too cold for outdoor sports in Dallas, in contrast to the snow-bound cities of the North and East whose outdoor sports programs are necessarily curtailed for two to six months out of every year. Likewise, Dallas does not have prolonged rain or wind, weather hazards which prevail in other cities which might be free of ice or snow. Dallas averages 3,067 hours of sunshine annually—67 percent of the total possible, an excellent percentage. It has much lower relative humidity than most cities, particularly during the summer, and this also favors sports-with-comfort.

Dallas' traditions, climate, location and cosmopolitan character of population all combine to make it an important sports center.

The 1938 record of sports patronage is sufficiently impressive to justify Dallas' claim as sports center of the Southwest.

It is now to the city's interest to analyze this asset and to make the most of it. There is every indication that 1939 will be a great year for sports in Dallas. Intelligent cooperation to capitalize on sports interest here will pay dividends, both direct and indirect, to Dallas business.

APRIL *Perfect Shipping Month*

TWENTY thousand shippers and receivers, together with representatives of various trade and commercial organizations, are joining with the railroads during April in the most aggressive nation-wide campaign ever launched to reduce loss and damage of freight in transit.

With loss and damage claims paid by the railroads last year approximating \$21,000,000, the campaign is being sponsored by the National Association of Shippers Advisory Boards in a determined effort to bring about better packing and handling, not only on the part of shippers and receivers, but also by warehousemen, express and railroad companies.

The purpose is to ascertain and remove, so far as possible, the causes contributing to loss and damage so that shipments may be sold to customers "at profit" rather than to the railroads "at cost," and thus avert the large economic waste involved in loss and damage.

"Perfect Shipping and Careful Handling" is the slogan of the sponsors of the movement to "Make Shipments Safe for Transportation and Transportation Safe for Shipments" and it will find reflection

throughout the entire country during the month of April when joint meetings are held by all industrial and railroad traffic organizations. This cooperative activity is predicated on the theory that "what hurts one hurts the other"—and that beneficial results can only be obtained when all interests tackle the problem together.

"Cooperation is the keynote of the campaign," according to T. C. Burwell of Decatur, Ill., general chairman of the National Management Committee. "Shipper, warehouseman, consignee and carrier must work together to solve a difficult problem the more distressing because it is, in the final analysis, largely an unnecessary problem. Each has his own job to do—a job which dovetails with the work of the others to make the program effective."

H. B. Lockett, traffic manager, John Deere Plow Company, Dallas, is chairman of the Southwest Management Committee. Traffic and transportation clubs in Arkansas, Louisiana, Oklahoma and Texas are sponsoring meetings, throughout the entire campaign, as will other organizations.

The LIBERTY STATE BANK DALLAS, TEXAS

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J. SID PULLIAM	Vice-President
C. L. DOWLEN	Vice-Pres. and Cashier
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DR. WM. E. HOWARD	LESLIE WAGGENER
	A. M. HART
	Honorary Director

Condensed Statement

At the Close of Business March 29, 1939

RESOURCES

Loans and Discounts	\$2,927,616.64
Overdrafts	7,271.73
Furniture and Fixtures	29,674.55
Banking House Improvements	32,760.13
Other Real Estate Owned	42,160.47
Stock in Federal Reserve Bank	12,000.00
County and Municipal Bonds and Other Securities	\$ 183,640.82
U. S. Government Securities	545,821.58
Cash in Vault and with Other Banks	1,900,548.77— 2,360,011.17
Customers' Securities	212,775.98
TOTAL	\$5,894,270.67

LIABILITIES

Capital Stock	\$ 250,000.00
Surplus	150,000.00
Undivided Profits	\$ 30,303.77
Reserved for Contingencies, Insurance, Etc.	27,669.87— 57,973.64
Deposits:	
Individual	3,832,408.22
Bank Deposits	906,643.92
U. S. Government	175,693.60
Municipal Funds	150,275.31
State Funds	158,500.00— 5,223,521.05
Customers' Securities	212,775.98
TOTAL	\$5,894,270.67

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Plain or Printed

ENVELOPES

Manufactured by

HESSE

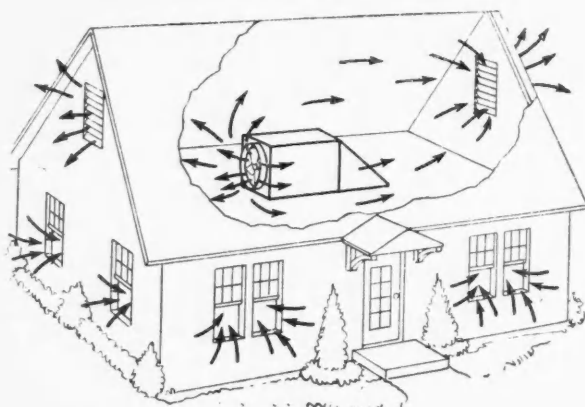
Envelope Company

SINCE 1906

DALLAS, TEXAS

FROM FACTORY TO CONSUMER

MODERNIZE WITH MODERNAIRE ATTIC FAN UNITS



Install MODERNAIRE Attic Fans for Summer cooling of homes, apartments, hotels, stores and offices. Why endure Summer torture? With MODERNAIRE, your home or business place can be cool and comfortable in hottest weather. The above picture shows how the MODERNAIRE Attic Fan operates . . . It takes out the hot air and brings in the cool air. The MODERNAIRE Attic Fan costs only a few cents a day to operate. Write or phone for complete information.

Southwest's Oldest Manufacturer of Fans

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**OFFICE FURNITURE
AND EQUIPMENT**

PHONE 7-8585

STEWART
OFFICE SUPPLY COMPANY

1521-23 COMMERCE STREET DALLAS

Dallas Store Wins Packaging Award

Packaging honors, in the form of a certificate of award, were presented the Neiman-Marcus Company, Dallas, at the close of the 1938 All-America Package Competition recently. Chosen from among 23,000 packages and displays on public exhibition in the new show-rooms of Modern Packaging Magazine, at international headquarters for packaging information, special recognition was given the Dallas firm on entries which included the related group of containers and wrappings used for Christmas merchandise, 1938. Also displayed were samples of designs to be used by this firm during the current year.

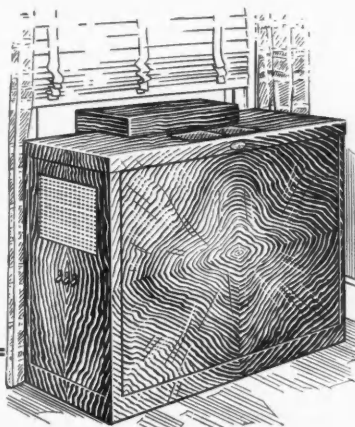
Neiman-Marcus Company subscribes to the theory that fine merchandise deserves packaging of equal beauty and dramatic interest. Edward Marcus represented the firm at the presentation dinner held at the Waldorf-Astoria Hotel, New York, March 8, at which time honors were awarded winners of the package competition.

Judging of the Dallas firm's entry was based upon distinctiveness, elegance, individuality, and dramatic interpretation of the theme of the store and its merchandise. The winning Christmas group consisted of related containers executed in Nile green, sky blue and wisteria foil, and a snowflake paper of unusual elegance tied with silver plated ribbon.

The story behind this store's success in the art of dramatic packaging may be traced to the office of the superintendent, J. B. Aiello, who has become an outstanding authority on specialized gift wraps. As many as 200 designs for new packages are under his consideration at one time, the aim being constantly to invoke the new and unusual creations, always striving to surpass last year's efforts.

Under the personal supervision of Mr. Aiello, a packaging staff works out the designs, submitting samples which are then tested for dramatic appeal and practicability. Proceeding in a business-like manner, the process of package design is continuous throughout the year. Samples for the following Christmas are made up immediately after the holiday season, while ideas are still fresh . . . and for other occasions, the staff works at least two months in advance. Special care is taken to avoid every appearance of commercialism. Ideas and colors are never duplicated in any one season, though certain popular containers such as the "Treasure Chest," first conceived by the advertising manager, Miss Zula McCauley, have been adapted to new versions year after year until now the problem is to discover a more elegant form for it.

*"Customers Shop
LONGER—
and Employees Work
BETTER—*



Typical of the portable room coolers designed by reliable manufacturers, this model plugs in any convenience outlet.

—In Buildings that are

AIR CONDITIONED

Says

REDDY KILOWATT

*Your
Electric Servant*



NOTHING CAN COMPARE with the "customer attraction" which air conditioning brings to every place of business. People naturally prefer to shop in fresh, invigorating, conditioned air—they come back oftener, stay longer and spend more freely. Everybody is more anxious to contact you—in office, display quarters, sales-room or retail establishment—if you have installed facilities to keep them cool and comfortable.

Employees, too, accomplish more-per-hour when cool, clean air with humidity and circulation mechanically controlled helps them maintain a good disposition plus tip-top efficiency no matter how sultry and depressing it may be out-of-doors.

ELECTRICITY is now so CHEAP in Dallas—

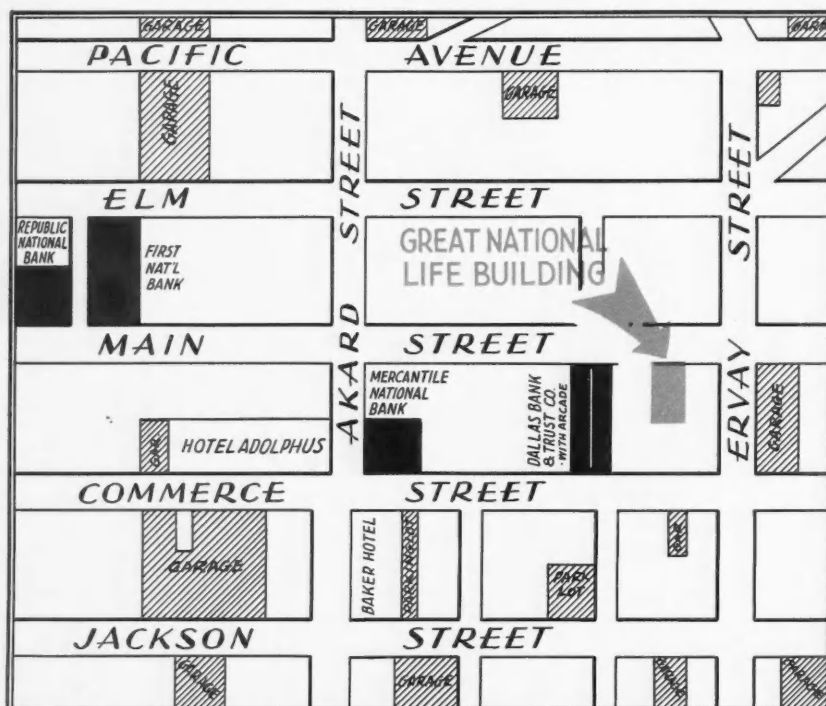
—and dependable air-conditioning equipment, including simplified, self-contained, portable room cooling units, may be secured on such easy terms—that progressive business executives can hardly afford to be WITHOUT it.

Investigate NOW . . . **Phone Dallas Dealers
or 2-9321—Station 359**

DALLAS POWER & LIGHT COMPANY

Electricity is CHEAP.. Enjoy Its Pleasures MORE!

Automatic Temperature Control
In the
GREAT NATIONAL LIFE BUILDING
Manufactured and Installed by
THE POWERS REGULATOR COMPANY
CHICAGO NEW YORK
Dallas Office: 1634 Allen Building



Your Business Office Will Be Right In the Heart of Downtown Dallas

Right in the center of business activity. There is where your office will be if it is in the Great National Life Building, 1604-06 Main Street. Street car lines to any part of the city pass within a block. The finest garage facilities in Dallas are but a few steps away. Banks, restaurants, theatres, stores, wholesalers—all are within a few seconds of you. Location and comfort are factors that should not be overlooked in selecting your office. Look at the map at the bottom of this page. In the Great National Life Building, you are next door to everything in Downtown Dallas.

Now Completely Air Conditioned

H. H. MOTE, Building Manager

Phone 7-8865

GREAT NATIONAL LIFE BLDG.

1604-06 Main Street

Dallas

Dallas Plans Hospital Day Observance

Dallas hospitals are planning observances of National Hospital Day May 12, hoping to win international recognition for Dallas as medical and hospital center of the Southwest.

Hospitals and health agencies approved by the American Hospital Association will hold open houses and conduct other activities on the basis of which they hope the American Hospital Association will make an award to Dallas. The Hospital Association, which held its convention in Dallas last September, will meet in Canada this year, thereby expanding into international scope.

Dallas hospital leaders recall that Dr. Burt Caldwell, secretary of the Hospital Association, declared during his visit here last year that Dallas has the finest nucleus of clinics and hospitals for the care of children to be found in the country.

The Dallas hospitals and health agencies approved by the American Hospital Association are Baylor University Hospital, Beverly Hills Sanitarium, Bradford Memorial Hospital, Dallas Medical and Surgical Clinic, Dallas Methodist Hospital, Dallas Orthopedic and Fracture Hospital, Dallas Child Guidance Clinic, Dallas Tuberculosis Association, Dallas Infant Welfare Association, Freeman Memorial Clinic, Florence Nightingale Hospital, Medical Arts Hospital, Parkland Hospital, Pinkston Clinic, St. Paul's Hospital, Scottish Rite Hospital for Crippled Children, Timberlawn Sanitarium and Hope Cottage.

Texas Has 134 Oil and Gas Producing Counties

The oil map of Texas was further intensified last year by new oil field discoveries in seven additional counties, bringing the total number of oil and gas producing counties in the state to 134, according to a survey recently completed by the Texas Mid-Continent Oil and Gas Association.

Constant search for new sources of oil supply in Texas resulted last year in the discovery of 117 new fields throughout the state. These new oil fields not only brought new taxable values to the seven counties in which no oil had previously been produced, but also provided increased tax revenue to many counties where oil already furnishes the principal source of tax revenue to local subdivisions of government.

Geophysical exploration and geological knowledge indicate that many potential oil fields remain to be discovered in Texas. Today's known underground oil supply in Texas constitutes over half of all the known supply in the United States.

(Continued on Page 30)

Heads Street Railway



W. R. BURNS

W. R. Burns, vice president and general manager of the Dallas Street Railway and Terminal Company since 1930, was elected president and general manager at a recent directors' meeting. Mr. Burns went into the employ of the street railway company as a clerk in the accounting department in 1915. At the same time that Mr. Burns was elected to the presidency, George I. Plummer and B. R. Brown, who had been assistants to the general manager, were both elected vice presidents of the company.

Dallas Firm Produces Sane Driving Films

A series of 26 short movies, "Safety First," have been produced by Tad Screen Advertising, Dallas, and are available through the local theaters to any civic or business organization in the Southwest that wishes to sponsor them in its community.

The dramatic and devastating story of death and destruction on the highways and city streets is graphically impressed upon "Safety First" audiences as they not only see and hear this message, but actually live it: cold statistics are made to live. Safety education for sane driving is made painless and entertaining. Pathos and humor are adroitly combined to awaken public opinion to the point where it will demand that "this machine age barbarianism" is stopped.

The series of "Safety First" films came into being at the request of a group of civic-minded men who saw the longer movie, "The Killer City," made by Tad for the Dallas Citizens Traffic Commission. It has been endorsed by a number of prominent persons in Texas, Oklahoma, Arkansas and New Mexico.



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MUSEUMS

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SOUTHWESTERN ADVERTISING & DISPLAY SERVICE, INC.

1005 Camp Street

SERVING THE SOUTHWEST

7-1914

Statement of Condition of

Dallas National Bank

DALLAS, TEXAS

At the Close of Business

March 29, 1939

RESOURCES

Cash on Hand and Due from Banks	\$12,432,651.63	
U. S. Government Bonds and Treasury Bills	4,328,645.75	\$16,761,297.38
Stock in Federal Reserve Bank		45,800.00
Municipal Bonds		717,548.78
Corporation Bonds and Stocks		827,408.75
Loans and Discounts		5,501,472.30
Bank Building (Main Street through to Commerce Street)		1,525,000.00
Vaults, Furniture and Fixtures		45,000.00
Other Real Estate		None
Total Resources		\$25,423,527.21

LIABILITIES

Capital Stock	\$ 1,000,000.00
Surplus	526,000.00
Undivided Profits	364,589.31
Reserves:	
For Dividends	40,000.00
For Depreciation—Bank Building	100,000.00
For Taxes, Etc.	76,414.64
Deposits:	
Individual	\$14,576,477.04
Banks and Bankers	7,951,737.64
U. S. Government	788,308.58
Total Deposits	\$23,316,523.26
Total Liabilities	\$25,423,527.21

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Southwest Executives Among the Members of The DALLAS CHAMBER of COMMERCE

THIS is the second of a series of pages appearing each month in SOUTHWEST BUSINESS, presenting members of the Dallas Chamber of Commerce. You will recognize these men as civic leaders as well as leaders in their businesses or professions. They are the men to whom much credit is due for unselfishly giving much of their time to the civic advancement of Dallas. It is men like these who find time in their busy days of business to serve on the many important committees carrying on the strong work of your Chamber of Commerce. We present the following for the month of April:



E. CHARLES ADELTA
President, Adelta Showcase &
Fixture Manufacturing Co.,
1900 Cedar Springs



E. CLYDE BEARD
President, Beard & Stone
Electric Company,
2101 Bryan



PAUL H. BENNETT
President-Manager
Bennett Printing Company
1821 Corsicana



DR. FOSTER L. LEMLY
Lemly Chiropractic Clinic
808 N. Bishop



WILLIS G. LIPSCOMB
District Sales Manager
American Airlines, Inc.
1404 Commerce Street



CLARENCE L. MCCLURE
McClure Electric Co.
808 N. Good



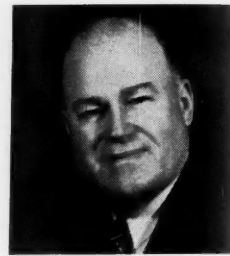
ALPHONSO RAGLAND
President, Metropolitan
Business College
1809 Commerce Street



DR. ARTHUR J. SCHWENKENBERG
931 Medical Arts Bldg.



J. HENRY SIMPSON
Texas Press Clipping
906 Insurance Building



CHRISTOPHER C. SLAUGHTER
President
Slaughter Building, Inc.
301 Slaughter Building



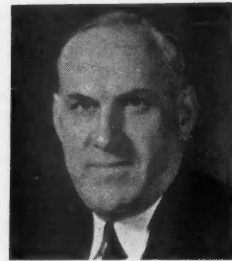
J. EARL SMITH
Manufacturers' Agent
2821 Live Oak



WALTER M. SMITH
W. M. Smith Electric Co.
3034-36 Commerce St.



RICHARD G. SOPER
President-General Manager
Dallas Gas Company



BEN SPRAGUE
Agent
Cities Service Oil Co.
3200 Hickory



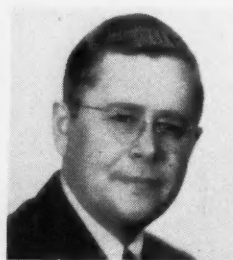
JERRY O. SPRING
Southwestern Manager
Ernst & Ernst, 11th Floor, First
National Bank Building



HERMAN STRICKER
Sales Representative
Ennis Tag Company
513 Construction Bldg.



J. WORTH TEAGARDEN
Manager, U. S. Fidelity &
Guaranty Co. of Baltimore, Md.
601 Continental Building



MAURICE W. TEPOLOV
Hall-Gentry Studios
1705 Pacific



GUS K. WEATHERED
President, Dallas Transfer &
Term. Warehouse, Lone Star
Package Car Co.; Treasurer,
Houston & North Texas
Motor Lines



ELLIOTT WILKINSON
Wilkinson Brothers
2406 Ross Avenue



Above, left to right: Braniff Maintenance Superintendent Reagan Stunkel (left) interviews Mechanic Apprentice E. C. Miles. Young Miles is from Marlin, Texas, where his family are farmers. He is 25 years of age, has been with Braniff two years, was recently married, and his big ambition is to be an airline mechanic. In twice-weekly night classes, apprentices take notes on lectures. Apprentice Miles demonstrates the life of a cleaner as he shines the broad expanse of a Braniff B-Liner. In the last picture, Miles is not learning how to make watches, but is shown with an instrument laboratory technician learning how a gyro compass is assembled.

AIRLINE executives will quote you a maxim on which they all agree—"Airline mechanics, unlike poets, are made, not born."

True, they say, airline mechanics must have a feel for tools. True, it must be inherent in them to know that airplane wings are not constructed merely to be a sign board for the company's name and that propellers are not spun to fan the passengers or pilots. An airline mechanic just doesn't happen along, they say. He must be schooled and trained and disciplined and regulated and licensed.

Air transportation being the science it is, it isn't amazing to know that for every hour a modern airliner is in the air five hours are spent on the ground undergoing inspections, overhauls, cleaning and "checks." Like the pilots who fly the airliner the men who do the ground work must be highly trained and skilled. Each one has been chosen to his certain job because of peculiar aptitude for that work. Appreciating the importance of maintenance, air transport companies select mechanics with great care. And, like pilots and hostesses, they're hard to get.

To get the right type of men, Braniff Airways, whose fleet of "B-Liners" fly 10,000 miles daily between Chicago and Texas' Gulf Coast, has in operation at its Dallas base an apprentice school for mechanics. After the apprentice has been schooled for three years, by which time

he must earn a federal airplane and engine mechanics license, he is eligible for a position as a mechanic in one of Braniff's six maintenance departments.

The Braniff school is the creation of and under the able direction of Reagan Stunkel, brilliant young maintenance superintendent. An implicit believer in the "mechanics are made" philosophy, Stunkel has "made" his own career the hard

By
Bill Beattie

way. One of the nation's youngest airline executives, he worked his way through Georgia Tech and Massachusetts Institute of Technology as a wing walker and parachute jumper. Even before he became associated with Braniff Airways in 1937, he had established a reputation throughout the air transport industry as an able engineer and a practical executive.

Says Stunkel: "We make the school as

tough as we can and still be reasonable. We make it hard to get in, hard to stay and hard to finish."

To be eligible for the Braniff apprentice school, candidates must be between 18 and 26 years; have at least a high school education; unmarried, and pass a stiff physical examination. Before they are employed they are interviewed by Stunkel who makes certain the candidate has no romantic idea about airline engineering, has a good background, a clean record and is free from bad habits. Specific questions are asked about the candidate's ambitions.

"Do you aspire to be a pilot?" The answer must be "No", for Stunkel believes a pilot is a pilot and a mechanic is a mechanic.

"Are you prepared to spend three years learning to be a mechanic?" The answer must be "Yes", for Braniff is interested only in men who aspire to be full-fledged mechanics.

Stunkel keeps 2,000 applications on file from which he selects replacements. So

(Continued on Page 31)

Airline Mechanics "Are Made"

Southwest BUSINESS Salutes Life Underwriters

Realizing, perhaps more fully than the average business man, the important place Dallas occupies in the insurance world . . . as the fourth, and possibly the third, largest insurance center in the United States, SOUTHWEST BUSINESS is happy to salute a number of Dallas Life Underwriters who are among those leading the parade of these most useful citizens and to quote for several months the tributes paid these and their fellow workers by a number of prominent men and institutions.

The Needed Agent

PERIODICALLY it is argued that the life insurance agent is unnecessary, and that life insurance should be sold "over the counter" like sugar or shoes.

This has a superficially compelling sound—but won't stand up under analysis. Life insurance, unlike sugar or shoes, is not standardized. The policy that fits John Jones' needs, resources and ambitions, may be utterly wrong for his neighbor, Bill Smith.

It is that fact that makes the life insurance agent worthy of his hire—and then some. It is his business not to sell just "a policy" but to sell "the right policy," the kind of policy which fits each individual's own problems, responsibilities and desires.

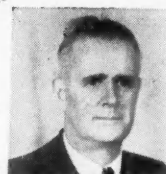
The agency system has built up \$110,000,000,000 of life insurance protection in this country. And it is responsible for the fact that Americans, as a people, not only possess the largest amount of insurance in the world—but the right kind of insurance. They had to be "sold," they wouldn't have bought this protection voluntarily over the counter—they would have delayed until too late.

—Insurance Salesman.

STARS THAT SHINE IN THE LEADING LIFE UNDERWRITERS



ROBERT A. DUNN
State Mutual Life
Assurance Co.
Dallas



CLAUDE MAER
John Hancock Mutual
Life Insurance Co.
Fort Worth



JERRY
WERTHEIMER
Indianapolis Life
Insurance Co.
Dallas



GUY F. RADLEY
Connecticut Mutual
Life Insurance Co.
Dallas



J. N. (JIM)
MILLARD
Midland Life
Insurance Co.



J. MAX SPANGLER
Kansas City Life
Insurance Co.
Dallas



FRANK AYRES
Minnesota Mutual
Life Insurance Co.
Dallas



MRS. J. C.
FORTUNE
Jefferson Standard
Life Insurance Co.
Dallas



GEORGE G. WELLS
Great Southern Life
Insurance Co.
Dallas



ROY A. CROUCH
Fidelity Union Life
Insurance Co.
Waco

THE INSURANCE SKY WRITERS FOR MARCH

The Insurance Salesman

CONSIDER the honorable calling the life insurance agent follows. Based upon the principles of unselfishness; of providing for the helpless, the young, the aged; of fostering the higher aims of coming Americans; elevating the social condition in every community; bringing happiness where despair might easily prevail; lending assistance in the education of youth; providing a self-respecting retirement period to fathers and mothers; endowing worthy institutions which bring higher standards of living and broaden the horizon for good citizens; a living testimonial, in all things, of the tremendous progress made by the human race in the consciousness of spiritual values in its obligations to others.

Is it not inevitable—this overwhelming growth of LIFE INSURANCE? Quietly, intelligently, conservatively, it moves on, like a mighty river, which, broadening and deepening as it gathers force, reflects in its clear waters the beauties of the great spaces made fertile by its unflinching contribution.

That which the representatives of this great institution are doing—who can measure the benefits that shall accrue? Life is an endless chain, and as hereditary traits are handed down from parents to children in unending succession, so, also, are opportunities passed on, made possible through the proceeds of Life Insurance. That opportunity may be reflected in more than one generation following. Trace it one cannot. It is a calling that demands of every one following it, competency, education in its principles, conscientious adherence to its purposes, the responsibility it imposes.

—Capitol Life.

ROBERT J. BAUER
Southland Life
Insurance Co.
Victoria



H. L. PETERSON
General Agent
Republic National
Life Insurance Co.
Monahans



HERB HOLCOMB
General American
Life Insurance Co.
Dallas



FRED L. HIRSCH
Pacific Mutual Life
Insurance Co.
Dallas



JOHN A. MONROE,
JR., C.L.U.
Great National Life
Insurance Co.
Dallas



J. W. BIRKHEAD
United Fidelity Life
Insurance Co.
Dallas



HARRY M.
ROBERTS
Reliance Life Insurance
Company of
Pittsburgh
Dallas



FERRIS B. MARTIN
Business Men's
Assurance Co.
Amarillo



AL. A. ROWLAND
Life Insurance Co.
of Virginia
Dallas



E. GORDON PERRY,
Manager
American National
Life Insurance Co.
Dallas



People and Payrolls

(Continued from Page 9)

Pearl Beer Distributing Company, 3607 Main Street. Wholesale beer.

Pioneer Fence & Wire Company, 2829 North Henderson Street. Fencing.

Scarlett Perfume Company, 715 Slaughter Building; Arthur Jacobi. Perfumes.

Southwest Neon Supply Company, 1614 Bryan Street. Neon tube supplies.

Star Manufacturing Company, 3927 Cole Avenue. Steel buildings. Home office, Oklahoma City, Oklahoma.

Texas Winery Company, 2517 South Harwood Street. Wholesale liquors.

Universal Mono-Tabular Corporation, 915 Kirby Building. Printing machinery.

Worth Supply Company, 419 South Oak Cliff Boulevard. Beauty parlor supplies.

Petroleum:

Basin States Oil Company, Magnolia Building. Organized by Howard P. Holmes, W. K. Powell and Marion S. Church. Oil producers.

Clarden Drilling Company, First National Bank Building. Organized by R. L. Clark, J. B. Cowden and T. P. Kirk. Drilling contractors.

Corpus Rosa Pipe Line Company, Gulf States Building. Organized by W. M.

Wofford and associates. Pipe line.

Dobbs Oil Corporation, Wilson Building. Capital stock, \$100,000. Incorporators, W. J. Dobbs, Fred J. Morgan and William E. Carter.

W. L. Kistler, Inc., Tulsa, Oklahoma, granted permit to do business in Texas, with Carl W. Wade, Republic Bank Building, Texas agent. Oil producers.

Lacybel Petroleum Company, organized by O. G. Bell, 4241 Edmondson Avenue, Rogers Lacy and George W. Pirtle. Oil producers.

Mahaney Petroleum Corporation, 917 Elm Street; organized by C. L. Mahaney, H. E. Fields and Minnie Kolber.

Mudge Oil Company, 811 Gulf States Building. Headquarters moved to Dallas from Pittsburgh, Pa. E. W. Mudge, Jr., vice president. Oil producers.

T. C. C. Oil Company, First National Bank Building. Organized by F. E. Tucker, J. B. Cowden and Warren Clark.

Trinity Gas Corporation, Magnolia Building. New Mexico corporation, granted Texas permit, with H. W. Bass, Magnolia Building, Texas agent. Oil producers.

Miscellaneous:

Acme News Pictures, Inc., 1508 Federal Street. News picture service. Home Office, New York, N. Y.

Colorado Life Company, 811 Dallas National Bank Building. Walter P. Crisler, Manager; life insurance. Home office, Denver, Colorado.

Commodity Credit Corporation, Cotton Sales Division, Cotton Exchange Building. Headquarters, Washington, D. C.

W. T. Grant Company, Tower Petroleum Building. District office moved to Dallas from Los Angeles, Calif., supervising thirty-two stores in Dallas district. W. H. Avery, district manager. Home office, New York, N. Y.

W. P. Holt Sales Company, 600 1/2 East

Jefferson Street. Sales promotion service.

N. E. A. Service, Inc., 1508 Federal Street; news service. Headquarters, New York, N. Y.

D. C. Oliver Realty Co., Mockingbird Lane. Real estate.

Philip N. Oviatt & Company, 1203 Republic Bank Building. Accountants.

Bureau of Internal Revenue, Treasury Department, fourteenth floor, Kirby Building. New regional office.

Joe Sale, 607 Melba Building. General contractor.

Story Investment Company, 5011 Elm Street. Loans.

Goodloe Stuck, 2916 Maple Avenue. Photographer.

Telephone Answering Service, 5514 McCommas Avenue. Secretarial service.

Texas Society for Crippled Children, Inc., 708 Dallas Gas Building. Hospital.

Texas Sportservice, Inc., 1500 East Jefferson Street. Concessionaries at baseball stadium.

Bank Auditors to Meet in Dallas April 28-29

The fifth Mid-Continent Regional Conference of the National Association of Bank Auditors and Comptrollers will be held at the Baker Hotel in Dallas, April 28-29. M. F. Richardson of Dallas is general chairman of the conference committee and will call the convention to order.

The address of welcome will be made by Ernest R. Tennant of Dallas, and the response by H. C. Winder of Des Moines, Iowa.

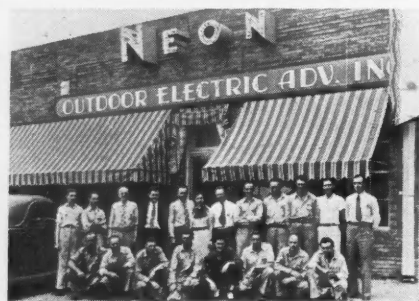
Speakers will include D. R. Cochard of Cleveland, Ohio; B. P. Allen of Wabash, Ind.; C. Edgar Johnson of Chicago; F. J. Kollocher of St. Louis, Mo.; John C. Shea of New Orleans; Nathan Adams of Dallas; B. N. Jenkins of Oklahoma City; F. F. Lyle of Kansas City, Mo.; and C. J. Crampton of Dallas. The conferences will be led by Paul L. Hamilton, Fort Worth; Charles A. Stoll, Detroit, Mich.; E. G. Armstrong, Kansas City, Mo., and Ernest Tanner, Omaha, Neb.



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TELEPHONE 5-9906

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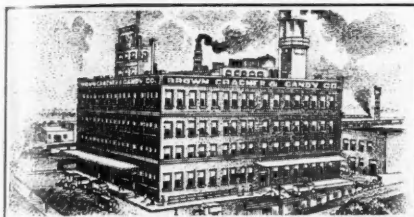
PRATT PAINT & PAPER CO.

BRYAN AT ERVAY

TELEPHONE 2-4893

Among the Manufacturers

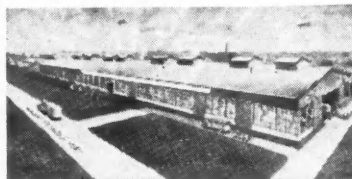
"If Dallas is to grow it must develop industrially." You have heard this said until it has no meaning; until it is so trite that you pass it by as you do a corner that you pass each day. This slogan, for so it has become, should be recast. As it stands it is misleading and it would be more accurate to say: "If Dallas is to grow it must keep on developing industrially." Every new month finds Dallas building new factories, new buildings, increasing its manufacturing output, and local capital seeking investment in Dallas industry. Each month SOUTHWEST BUSINESS brings to the attention of local people and the Nation as a whole industries in Dallas as pictured on this page.



Saltine Soda Cracker,
Candy and Bakery
Products

BROWN CRACKER & CANDY CO.

603 Munger 7-8222



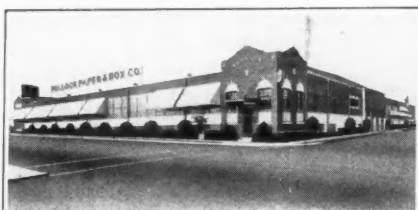
Manufacturers of Truck
and Bus Bodies, Standard
of the Southwest

AMERICAN BODY & EQUIPMENT CO.

Fort Worth-Dallas Fike

Opposite Hensley Field

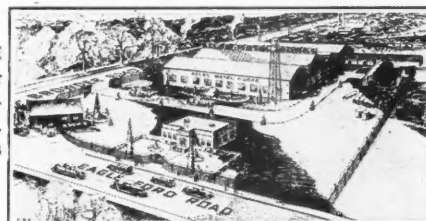
Waxed Paper, Fold-
ing Paper Boxes,
Setup Paper
Boxes



POLLOCK PAPER & BOX CO

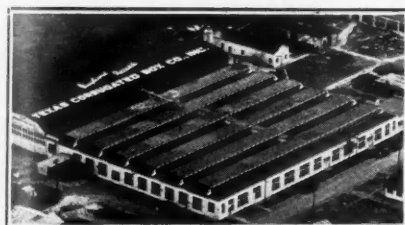
2236 S. Lamar 4-4161

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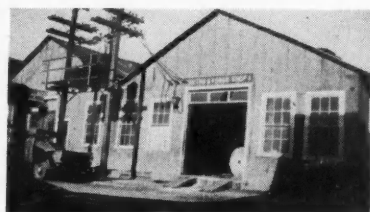


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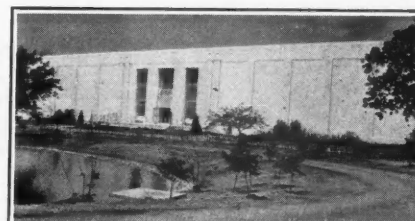
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Cream, Shell and
Gray Texas
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The home of America's largest rice packaging plant...
Nation's largest supply of working hardwoods...
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Abilene » Plainview
Long Beach, Calif.

Hotel Sir Francis Drake, San Francisco

The New Hilton Hotel, Albuquerque
(Ready about April 1)

AIR CONDITIONING

(Continued from Page 13)

added to two ultra-modern neighborhood theatres, the Village and more recently the Lakewood. The Lakewood installation is similar to that of the Great National Life Building.

Year-around air conditioning in the retail store of Sears, Roebuck & Company is powered with two 120 horsepower gas engines, multiple V-belted to two ammonia compressors which furnish refrigeration for the entire retail store.

Air conditioning here increases the comfort of as many as 250 sales people serving daily from 5,000 to 10,000 customers and is rated one of the most efficient and economically-operated plants in this vast merchandising chain.

The three retail floors are completely air conditioned, with full temperature and humidity control. One of the ten large plants air conditioned in 1936 by Sears, the lay-out consists of many efficient and economical features worthy of study by anyone considering air conditioning.

Dallas Gas Company installed gas engine powered air conditioning equipment for the company's commercial lobby and an adjoining independently operated coffee shop. In this installation the temperature and humidity are controlled by separate processes. While the gas engine is direct connected to a refrigerating compressor which handles the cooling, a Silica-Gel dehydration plant performs the function of reducing humidity. Individual controls of cooling and dehumidifying make it possible in this type of installation to maintain any desired combination of temperature and humidity condition, permitting complete flexibility of air conditioned space.

Republic National Life Announces Changes

Theo. P. Beasley, president of the Republic National Life Insurance Company of Dallas, has announced several important changes in personnel.

O. R. McAtee, agency director, has resigned to become general agent in San Antonio. H. O. Hutson, formerly president of the American Annuity Assurance Company, who has been agency vice president of the Republic National since its reinsurance of the American Annuity, has resigned to acquire an interest in the Houston agency. Associated with him there will be W. R. Gruenig, who was formerly with Mr. Hutson at Omaha, Nebraska, in the agency department of the American Annuity. Mr. Hutson was a \$1,000,000 producer for a number of years before becoming president of the American Annuity Company.

(Continued on Page 29)

Chairs for Rent

FOLDING CHAIRS

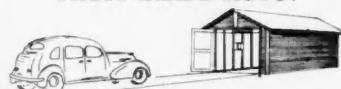
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CONVINCE YOURSELF by seeing the PHANTOM GUARDIAN in operation.
To Those Interested: A Complete working model will be demonstrated to you in your home or office without any obligations on your part to buy.

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DALLAS ON PARADE

• THESE FIRMS ARE GROWING WITH DALLAS •

Optical Firm Opens

The Britain Optical Company, headed by W. H. Britain, has recently opened offices in the Wilson Building. This firm will specialize in filling doctors' prescriptions and repairing spectacles of all types, according to Mr. Britain. "The firm has all adequate equipment, and many years of experience in this field," Mr. Britain said.

New Machine for Edition-Bound Books

The American Beauty Cover Company of Dallas recently installed the latest model automatic rounding and backing machine, to round and back edition-bound books, President C. T. Dean has announced. "Our special case making equipment, special facilities for embossing, air-brushing, gold-stamping and printing of covers, the latest model sewing machines and binding equipment, and now this further investment of several thousand dollars in this new equipment, make the American Beauty Cover Company one of the best-equipped edition-binding plants in the Southwest," Mr. Dean said. "Our company sells its products primarily through the printers, lithographers and stationery houses of the Southwest, but offers its entire facilities for the assistance of editors and publishers."



Exclusively Tires and Tubes

Shown above is the Commercial Tire Company, North Harwood at Federal Streets. The firm carries in stock continuously about four carloads of tires to serve its North Texas territory. Haynes is manager. The staff includes three city salesmen, H. S. Cobb, C. K. Gordon and Mr. Haynes, and one territory salesman, H. E. Devin. The Commercial Tire Company deals exclusively in tires and tubes, and handles no accessories. Mr. Haynes, who has been with the Dayton Tire Company eight years, has been manager of the Commercial Tire Company, its Dallas factory branch, for about eight months.

Cobb, C. K. Gordon and Mr. Haynes, and one territory salesman, H. E. Devin. The Commercial Tire Company deals exclusively in tires and tubes, and handles no accessories. Mr. Haynes, who has been with the Dayton Tire Company eight years, has been manager of the Commercial Tire Company, its Dallas factory branch, for about eight months.

Air Conditioning Equipment

The Powers Regulator Company, manufacturers of completely furnished and installed automatic temperature and humidity control systems for heating, cooling, air conditioning and industrial processes, is represented in Texas at Dallas, El Paso, Houston and San Antonio, with the Dallas office, 1634 Allen Building, since March 1, 1938, being the second direct factory branch located in the state.

The Great National Life Building, Dallas, is another of the projects on which Powers controls have been selected.

Joins Standard Fixture



J. W. WILLIAMS
Advertising Manager
Standard Fixture Company

J. W. Williams, who for 12 years has been identified with wholesale and manufacturing circles of the Southwest, has returned to Dallas, to become associated with Standard Fixture, Inc., in charge of advertising and direct mail selling.

For a number of years, Mr. Williams was connected with one of Dallas' oldest and best known wholesale and manufacturing concerns, in charge of advertising and merchants service departments. He left Dallas in 1936 to assume similar duties with a leading wholesale firm of Shreveport, La., returning to Dallas March 15.

Having specialized in store arrangements, merchandising, advertising and display for a number of years, working with hundreds of merchants throughout the South and Southwest, Mr. Williams will be in position to render the customers of Standard Fixtures, Inc., many valuable services along these lines.



New Rug Cleaning Machine

Shown above are Fred Brannon, owner of the Ideal Laundry and Dry Cleaning Company, 3216 Ross Avenue; H. W. Nelson, cleaning technician, and F. E. Howell, dyeing and rug specialist, with the big

new rug cleaning machine which the firm recently installed. The machine, operating at capacity, cleans 80 rugs a day. Mr. Brannon pointed out that often 30 per cent of a rug's weight is the dirt that has collected in it over a period of time.

Company Changes Name

For the past 16 years The Industrial Paint & Varnish Company, has operated a manufacturing plant at Love Field but on January 1st of this year, honoring its founder, C. D. Pratt, who had been in Southwestern paint circles for over 50 years, the firm changed its name to the Pratt Paint & Varnish Company, and at the same time reorganized the Pratt Paint & Paper Company, which, until 1917 when it was sold to a Northern paint manufacturer, was one of the largest and most complete paint and wall paper stores in Dallas.

This new, downtown store is located at Bryan and North Ervay Streets, directly across from the post office. Free parking space for customers' cars has been provided in Nichol's Parking Lot on Bryan Street immediately behind the new store. Arrangements have been made to extend easy monthly payment financing on both labor and materials to home owners where required.

The interior decoration of the store is in two tones of harmonious blue and the most modern equipment for showing all types of finishes and the latest wallpaper patterns has been installed. The store carries a complete stock of every kind of paint material and wallpaper. The paint finishes are always factory fresh and especially made to give the greatest amount of beauty, protection and wear under Texas climatic conditions. The wallpaper includes all popular patterns, both washable and surefast types.

Frank A. Pratt is president and B. B. Baldwin is vice president and general manager of the Pratt Paint & Paper Company, and also in the organization are W. B. (Bob) Russell, Earl C. Baldwin and Mrs. Edith Mitchell.

Store Interiors and
Fixtures, Designed by
Sales Engineers. AT YOUR
SERVICE. NO OBLIGATION

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THOMAS M. MOTT,

Secy. and Actuary

H. O. HUTSON

Agency Vice-Pres.

O. R. McATEE

Director of Agencies

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

DALLAS, HOME OFFICE TEXAS



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ENERGY is when Health Registers

Radiant Health MEANS...

Mental Happiness. Let us help you restore and preserve your
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50 YEARS OF SERVICE

(Continued from Page 5)

Lee commissioned John Adams as a brigadier general and sent him to Tennessee. Gen. Adams was killed at the battle of Franklin, not far distant from the old Adams homestead in Giles county.

The war over, Major Nathan Adams returned to his home and family in Giles county. The old Volunteer dominion had seen much of fighting and raiding. Its farms and plantations had been pillaged and, for the lack of man power to keep them properly cultivated, had become depleted through erosion and wild growth. There was little money to be made in the practice of law during those reconstruction days. The Adams fortune dwindled to practically nothing and Major Adams fell a victim to ill health and died.

Mrs. Sue Pankey Adams, widow, with a brood of young children, took up the battle to feed, clothe and educate her offspring. She was admitted to Giles College as an instructor in mathematics, and it was here that young Nathan received his education.

In Texas, Nathan Adams landed squarely and firmly with both feet upon the ground. He had come west to carve a niche for the Adams name and he busied himself at his job. In the bank he climbed upward, step by step, to bookkeeper, head bookkeeper, assistant cashier, cashier, vice president and cashier and—in January, 1924—president, succeeding the late E. M. Reardon.

But Mr. Adams' activities have not been confined to the four walls of his bank nor the boundaries of his city. He served the Texas Bankers' Association as its president and often has been a member of important committees of the American Bankers' Association.

During the World War, upon request from the U. S. Treasury Department, he took time off from his bank to organize several hundred savings societies.

Again his services were demanded nationally. Always a Democrat, his outstanding ability as a financier attracted the attention of a Republican president, and Herbert Hoover summoned him to Washington as a member of the original Federal Home Loan Board. He remained in Washington until the Board was organized and the department set up, then he resigned and returned to Dallas.

With the discovery of oil in the Dallas trade territory Mr. Adams immediately familiarized himself with the industry. He was often a visitor to Mexia and other nearby pools and when the great East Texas field blew in to take its place as the greatest oil field of all time, Mr. Adams set himself to the task of providing an adequate banking service to the operators. His leadership influenced the adoption by

Texas banks of the present method of financing and developing the Southwestern oil industry.

Once well up the ladder of advancement as a banker, Mr. Adams began sharing his talents and energy with the city and state of his adoption. About the time he was made cashier of the bank, February 4, 1903, he began taking an active part in Chamber of Commerce work and from that day to this he has been a constant worker in the organization. Today he is serving his second term as a member of the board of directors.

Early in his Dallas career he interested himself in agriculture. Dallas' main support at that time was the cotton fields of North Central Texas and he realized that the problems of the farmers were the problems of his bank. Cotton marketing attracted him and he gave to the subject and movements coming out of it, much of his time and talents.

The Dallas Chamber of Commerce, seeking to expand Dallas' commercial and industrial activities, found in Nathan Adams a valuable and sincere worker. He joined in the struggle to locate the Eleventh District Federal Reserve Bank in Dallas, which made possible the city's growth as the banking hub of the Southwest. In financial campaigns to further necessary programs of the city he has always taken a leading role and today his guiding hand can be seen in many movements designed for the betterment of the city, county, state and the people. Through the banking facilities Dallas has to offer, oil companies have established themselves in Dallas. Today Dallas stands as the key city of the oil industry.

The growth of Dallas is reflected in the growth of its financial institutions. No other city in the Southwest can boast of heavier deposits or wider spread banking connections than can Dallas. The First National Bank in Dallas is not only the largest bank in Texas, but it is the sixtieth biggest bank in the United States.

It has not been all work for Nathan Adams. When the Texas quail season opens he is one of the first hunters in the field. He always does things well, so he is a crack shot when on the trail of game. He is a member of fishing clubs and spends much time on lakes and streams, and enjoys and can tell "fish stories" with the best of sportsmen.

He is a familiar figure upon the golf links and friends say he "shoots" a bang up game. Another sport he enjoys is horseback riding. His favorite indoor sport is bridge.

Today, rounding out more than half a century of continuous service to Dallas, his bank and Texas, Nathan Adams remains vitally interested in the needs of his people. He has never shirked public

duty or public responsibility, so today his alert and analytical mind continues to work on the problems confronting his business and the public welfare.

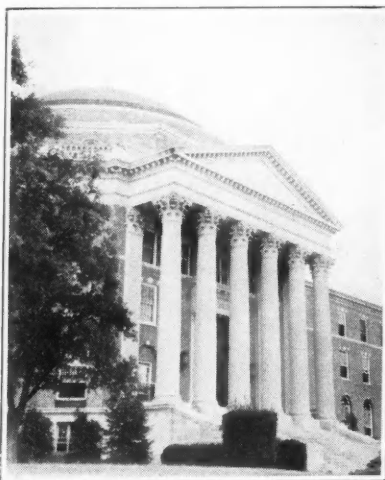
Thousands will wish him well and many years more of useful service upon his golden anniversary celebration. He has earned them.

UMPHREY LEE

(Continued from Page 8)

ulty to the highest standards of educational performance.

"A man whose integrity, sincerity of purpose and tact would win and hold the



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confidence of those whose moral and financial support are essential for the building of a great university.

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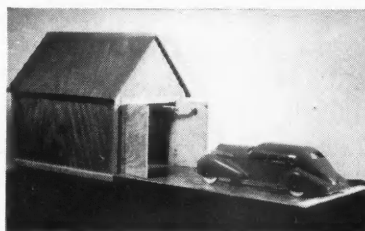
"One thoroughly qualified in every way to preserve and carry on the fine traditions of the University already established by its able leadership in the past."

REPUBLIC NATIONAL LIFE

(Continued from Page 26)

M. Allen Anderson has been named agency vice president to succeed Mr. Hutson. R. K. DuVall, vice president and treasurer, is devoting part of his attention to the agency department in assistance to Mr. Anderson. Prager Miller, formerly president of the Western American Life Insurance Company of Albuquerque, which was reinsured by Republic National Life in September, 1938, and Clem P. Hilton, former agency manager of the Western American Life, have accepted a state agency contract for Republic National in New Mexico.

A Hobby Now a Business



After installing all manner of electrical controls and conveniences about his home including everything from a spotlight for his clock and instantaneous floodlighting of the entire premises, G. H. Peters was not yet content until he made electrical controls for his garage doors. Imagine the convenience of your doors opening upon approach of your car, simply by touch of a button in your car. It may be in the darkness of the night, a rainy day, or just a beautiful spring day when you are too indisposed to get out of your car, open garage doors, and back in your car again to drive in. How many times have you just left the car in the driveway rather than go through with so much trouble. Mr. Peters' "open Sesame" garage doors is the answer to this problem. Such equipment is made to automatically open not only garage doors at home or gates at the driveway, but also doors where commercial cars or trucks are driven in. There is no complicated machinery, electric eye, or mechanism that will easily get out of repair. Instead, this equipment, now known as the Phantom Guardian, has been tested and proven for years and found to be most practical in every way. A working model has been built by Mr. Peters. It is carried in his car to demonstrate to anyone interested. Equipment especially designed to fit each specific job is not expensive and further information will be gladly given you by telephoning 6-2634.

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FIRESTONE CHAMPION TIRE

Firestone's newest contribution to the automotive industry is the sensational new Firestone Champion Tire, according to Harry Powell, general manager of Skinnie & Jimmie Firestone Auto Supply and Service Store.

"Although smartly streamlined and ultra-modern in appearance, with a revolutionary new 'Gear Grip' tread pattern, most of the major structural advantages of the new Firestone tire are not outwardly apparent," explains Powell. "Headlining these new structural features is a revolutionary new type of cord called 'Safety Lock.' It is constructed of fine quality of cotton fibre, tightly twisted by a new process into strands of high tensile strength. Treated by the famous Firestone patented process of gum-dipping, the 'Safety Lock' cord is still further strengthened and each fibre is locked in every cord, each cord is locked in every ply and the plies are locked to form the body of the tire. The result is much stronger tire body that provides the utmost in blowout protection. In addition, the new 'Gear Grip' tread is inseparably locked to the cord body." Skinnie & Jimmie offer 24-hour continuous customer consideration and at any time, day or night, the store is open for anything from Firestone tires and batteries to motor repair work on a quick service basis.

Skinnie & Jimmie carry in stock a complete line of Firestone tires, batteries, auto accessories, as well as auto and home radios, bicycles and electric home appliances. Their motto is unique—"The Home of that Famous Happy, Snappy, Courteous Service." "And we really try to live up to it," Mr. Powell says.



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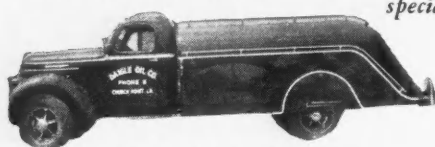
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FIRE

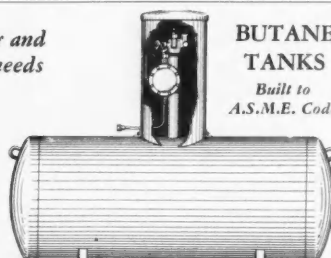
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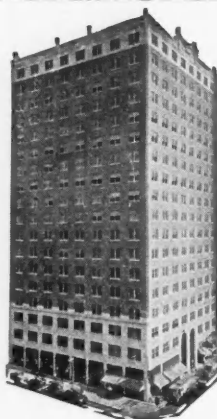
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Hewitt Rubber Corporation Expands Dallas Branch

The Hewitt Rubber Corporation of Buffalo, has announced the expansion of its Dallas warehouse facilities. On April 1, due to increasing demands and growth, 2,500 additional square feet of floor space were added, making a total of 7,500 square feet now in service.

The Dallas warehouse was established in June, 1938, to assist the various Hewitt jobbers in Southern and Southwestern territory, all of whom draw on this warehouse, which is a direct Hewitt factory branch. Dallas stock provides quick delivery to customers located in this territory which is far removed from the point of manufacture. This warehouse is of especial advantage when items not regularly carried in stock by jobbers are wanted.

The building fronts 50 feet at 2821 Commerce Street and is 100 feet deep. The additional space recently acquired is directly behind the Commerce Street building and fronts 25 feet on Main Street and is 100 feet deep. The one-story building is of brick construction, and now there are entrances on both Main and Commerce Streets.

The Hewitt Dallas warehouse stock is one of the largest and most complete stocks of industrial rubber products in the Southwest. The stock includes all popular and representative sizes of five grades of roll transmission belting; also endless oilfield and agricultural belts. Conveyor belting is carried in popular sizes from 14 inches through 30 inches in width, and also elevator grader belt. Quantities of representative sizes of hose are carried, as follows: Air, creamery, distillate, dredge sleeves, fire, flue cleaning, garden, gasoline, mill, paint spray, propane and Butane, rotary drilling, sand blast, steam, water suction, water and welding.

A complete stock of the proper size and type of couplings and fittings is carried for use on the above types of hose. A stock of rod and sheet packings is also carried.

Territory within 300 miles from Dallas is served by overnight freight, and beyond this radius, up to 500 miles, delivery is on the second morning.

TEXAS OIL

(Continued from Page 18)

"In view of this knowledge it is definitely certain that Texas could enjoy the income created by oil over the next hundred years, at least, provided the taxes and other operating costs permit the continued development of this industry throughout the state," the association points out.

Airline Mechanics Are Made

(Continued from Page 21)

arduous has become the task of interviewing an ever-increasing number of applicants that he leaves one night a week open for applicants. Nine out of ten applicants, for one reason or another, never get past the first interview. Despite that fact, Stunkel is ever alert for new and good timber.

Assuming an applicant can pass the original tests, he is given a job as a cleaner. He doesn't become an apprentice until he has spent a full year getting an intimate view of how airliners are maintained. During this time his only tools are rags, brooms, brushes, cleaning potions and an uncommon amount of elbow grease. Fact is, if—during his year as a cleaner—he is found using a tool, he is unceremoniously discharged.

Being just a cleaner is a tough life for an ambitious young engineer. All around him his seniors are doing interesting things with and on aircraft. He itches to take a trick at overhauling an engine, or tinker with a delicate flight instrument. But he cleans and wipes and wipes and cleans.

But the first year is not all dull, drab chores. Cleaners are required to attend the apprentice night school which is held twice weekly. The company makes a sincere attempt to make these sessions mighty interesting and useful. Under the tutelage of department foremen each phase of airline engineering is thoroughly discussed from text books, actual models and blackboards. Manufacturers' representatives are invited to give demonstrations of their products. And at all times the youngsters have access to a growing company library.

Stunkel himself teaches many of the classes. All instruction in theories of aerodynamics, orientation of special studies and in company practices find the energetic Stunkel giving of his unlimited knowledge and experience.

"Meticulous" is a word the meanings of which we teach all our men," says Stunkel. "All maintenance must be meticulous. The first meaning is to keep everything clean. Our first year men spend time on little else."

But at long last the first year will come to an end. And if the aspiring mechanic can show aptitude in his night school work and do a good job as a cleaner he is appointed an apprentice, is given a raise in pay and is assigned to a foreman of one of Braniff's six maintenance departments.

For the next 25 months he labors under the foremen, putting in a prescribed number of months in each department; six months in the line service department,

six months in engine overhaul, three months in accessory overhaul, three months in propeller overhaul, six months in aircraft overhaul and one month in instrument overhaul.

Quotations from the Braniff maintenance manual are interesting: "Each man in the apprentice mechanic bracket is rotated from one department to another in order that he may gain actual working experience in each and a thorough understanding of the principles he learns in the classroom."

All during his three years an "Employee Record of Attainment" is kept. Carefully attached to the record are the grades made in night school work and the grades that foremen give each apprentice at the termination of his time in a certain department. All during training apprentices have individual monthly interviews with Stunkel who notes their aptitude for work peculiar to each department. At the end of his training, all grades, records and opinions of aptitude are carefully balanced so that the apprentice may be graduated to a mechanic's position in the department where he will do the best work.

The Braniff school was inaugurated October 15, 1937. Because men already employed had the necessary background to earn a certain seniority of apprentice rating, four men have already finished, hold positions as mechanics. Five more are just about ready to graduate. This year's class of apprentices numbers twelve. And, keeping in mind expansion plans the Braniff organization has in mind, Stunkel is carefully selecting a new corps of cleaners.

Stunkel estimates the school costs Braniff \$500 a month additional expense. But he considers it money economically spent to have a constant source of well-trained men on whom he can call "to help accomplish our job."

Gone are the days when "grease monkeys" kept aircraft poised for flight. Rigorous regulations and training such as the Braniff school insists upon have made air transportation an advanced science. There's no mess, nothing unattractive about airline shops. Instead, maintenance is meticulous, is carried on in a laboratory-like atmosphere.

Mechanics are not poets. That is agreed. But there is poetry in the strength and beauty and motion of a modern airliner's flight. And the mechanics are the rhythm of that poetry... a rhythm of constant care, attention and investigation.

But as men like Braniff's Stunkel say, "They don't just get that way. Mechanics are made."

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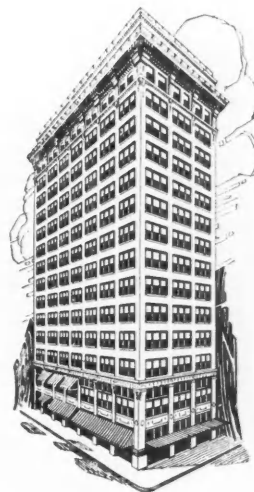
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Borden Opens Ice Cream Plant

THE Borden Company has formally announced the opening of its new ice cream plant at 1811 Leonard Street, shown above. This modern plant, built by Dallas labor and Dallas craftsmen, represents a combination of advanced engineering and modern design. It was scientifically planned for the most efficient operation of the ice cream and additional

milk equipment it was built to house.

From the standpoint of design, the new Borden plant is a credit to Industrial Dallas. Modern lines, rounded corners, glass brick and all the newest architectural devices have been employed.

To assure spotless cleanliness, all walls and floors are tile. The plant is stainless steel-equipped throughout. Due to scien-

tifically planned plant design, the making of ice cream is a continuous process, from receiving the milk to pasteurization, homogenization, mix preparation, freezing, hardening and packaging. The product comes in contact only with stainless steel equipment, which is taken apart daily, cleaned with live steam and sterilized. Mix machines and freezers are of the most advanced design known to the industry.

Borden's ice cream, like all Borden products, is subject to Borden "quality control." The Dallas plant maintains a quality control laboratory in which all products are tested and high quality standards maintained. That is the reason for the statement: "If it's Borden's, it's got to be good," according to Ted Robinson, general manager.

One of the many interesting features of the plant is the hardening room in which a temperature of around 10 degrees below zero is maintained. The refrigeration coils in Borden's hardening room form the racks upon which the ice cream sets. Thus, temperatures are even throughout the room. This is important because temperature variations are apt to affect texture of the ice cream.



Peerless of America, Inc. Opens Dallas Factory

PEEPLESS OF AMERICA, Inc., opened its fourth factory in the United States in Dallas last month. This branch has complete facilities for manufacturing the entire Peerless line. The factory is located at 2218 North Harwood Street, and represents an investment of \$25,000 in machinery and material. It has 11,000 square feet of floor space.

Peerless of America, Inc., will manufacture in Dallas such products as fin coils, unit coolers, flash coolers, finned cube makers, heat exchangers, controls, product coolers, and air conditioning products. However, it will carry a large stock of expansion valves and household evaporators, which are manufactured at the main factory in Chicago, Ill.

The outstanding feature of the method of Peerless manufacturing is the automatic machines which manufacture the fin coils and new Thermek coil. All coils, etc., are manufactured upon receipt of order. In other words, the coils are tail-

or-made to the customer's requirements. This method of manufacture enables Peerless to give twenty-four hour service from the time that the order is received at the factory until the customer receives his merchandise.

Opening this plant in Dallas takes care of a territory which has long been served from the Chicago plant, but due to slow transportation methods, Peerless has been prompted to open the Dallas plant to better take care of the Southwest territory—Texas, New Mexico, Oklahoma, Arkansas, Louisiana, and Mississippi. Also, by having a plant in Dallas, there will be closer contacts with the Peerless refrigeration supply and parts jobbers in the Southwest, as well as trade in general.

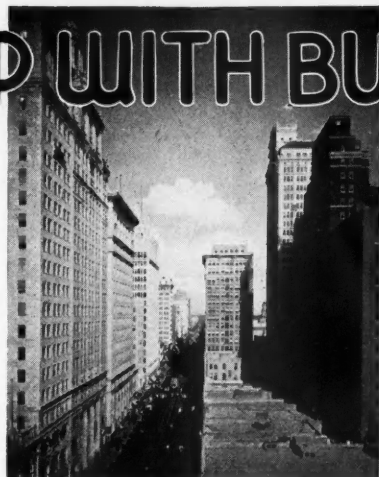
Peerless of America, Inc., has made rapid progress in the refrigeration and air conditioning business. The company has been in business for the past twenty-seven years, established as the Peerless Ice Machine Company in 1912. At that

time it manufactured ice machines for large multiple apartment house systems, etc. In 1929 it gave up the manufacture of ice machines and devoted its entire manufacturing facilities to refrigeration and air conditioning coils. It has developed many new items, and the outstanding new item today is the new Thermek coil, made of heavy wall copper tube on a special machine which cuts the tubing, producing spine-like extended surfaces, from the parent metal of the tube wall. This is used in Peerless unit coolers and air conditioning coils and units exclusively, making smaller packages and more efficient product.

M. J. Meiklejohn, who has had many years of experience in the refrigeration business, and who has been with Peerless of America, Inc., for the past two and a half years, is the manager of the new Dallas factory, and W. A. Honeychurch, who has had many years of refrigeration and air conditioning experience, and has been in the Peerless organization for the past two years, is assistant manager in charge of the air conditioning business in the Southwest.

The new factory will employ, as soon as it is in full operation, approximately 25 men. All factory employees and many raw materials will be obtained in Dallas.

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DALLAS' AVIATION STAKE

(Continued from Page 11)

tant for Dallas to expand its aviation facilities. It is sufficient to say that our committee believes Dallas should have an important role in the United States' military aviation program. We intend to work unceasingly on this phase of our job.

At Love Field, the issue is more well-defined and more pressing. This airport once carried one of the highest ratings in America, but the great and rapid changes in commercial aviation made it obsolescent. An aroused citizenship decided that a bond issue was required to place the field in first-class condition again. The \$300,000 bond issue was voted by an overwhelming majority. That was last April. Today much of the program still remains to be executed. The city has acquired about half of the 100 acres of land needed to enlarge the field. It has widened and extended two of the four runways. Two more runways must be widened and extended. The administration building must be erected, the additional land must be acquired. More lighting and drainage facilities must be installed.

There has been a great deal of delay in executing the Love Field program. Many of the obstacles have been removed, and our committee now feels that we have a more united effort, a greater appreciation of the airport's value to Dallas, and greater prospects of complete success than at any time in the past.

These facts should be borne in mind: Love Field is important to Dallas both from the volume of payrolls and business which it has brought to the city, and also from the standpoint of prestige in an era when cities are judged by such standards as airport facilities.

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NATHAN ADAMS

FIFTY YEARS of achievement . . . fifty years of leadership . . . fifty years during which the influence of this man, Nathan Adams, has spread from local to regional, and to national significance.

His vigor, his enthusiasm, his vision, plus his genius for organization have given impetus to many of those major constructive plans which have combined to build up and sustain our great Southwest. Whatever has been good for Dallas, for Texas, for the Southwest, has had the enthusiastic and compelling support of Nathan Adams.

The great financial institution, which he so ably heads, stands as living testimony to Nathan Adams' indomitable spirit of leadership and achievement.

To epitomize Nathan Adams' half century with the First National Bank in Dallas would be to summarize much of the history of a dramatic period in the development of the Southwest.

The Texas Power & Light Company, which has served a great host of Texans and Texas communities during more than half of Nathan Adams' fifty years with the First National Bank, takes this occasion to pay tribute to this man, whose constant association with things progressive has meant so much to Dallas and to Texas.

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TEXAS POWER & LIGHT COMPANY

JOHN W. CARPENTER, *President*

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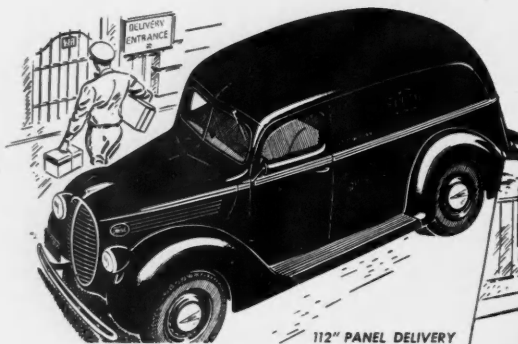
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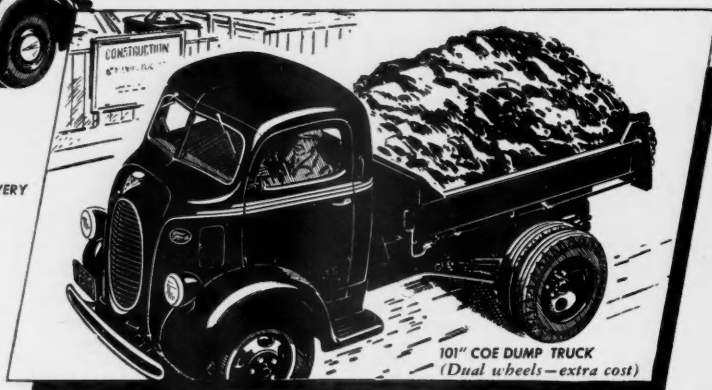
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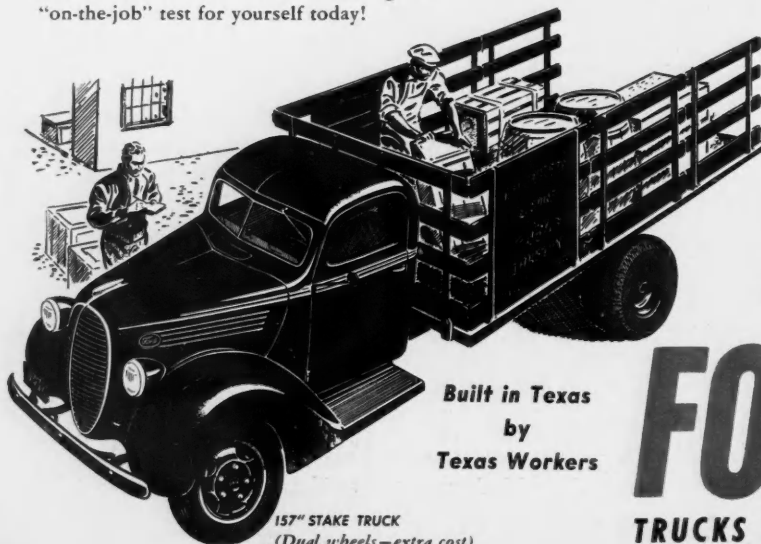


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Range of six wheelbases and 3 engine sizes: 60, 85 and 95 H.P. ... 42 body and chassis types ... Big hydraulic brakes ... Full torque-tube drive ... Full-floating rear axles in trucks (¾-floating in commercial cars) ... Heavy-duty semi-centrifugal clutch ... Comfortable cabs ... Large payload space ... Ford low operating costs ... Ford low upkeep costs, with factory exchange parts plan.

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